JULY 31, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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DETROIT

When you're checking markets to cultivate don't

miss the boat by overlooking the Fort Industry Co. Stations.

They are the key to success in seven important markets.

Their management combines a knowledge of listener preferences

and a co-operative skill that produces results!

IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT!

A FORT INDUSTRY STATION

WSPD, Toledo, Ohio—WWVA, Wheeling, West Va.—WAGA, Atlanta, Ga.—WFTL, Miami, Fla.—WMMN, Fairmont, West Va.—WLOK, Lima, Ohio—WHIZ, Zanesville, Ohio . . .

Advertisement number 6 in a series designed to show the close relationship between WLS listeners and our staff, due to their long association with the station.

AN OLD FRIEND
of the Farmer in Midwest America

Wherever any major agricultural event is taking place in Midwest America, Art Page is there. Arthur C. Page is farm program director of WLS and conducts the daily "Dinnerbell Time" feature, a noon-hour "must" in most of the farm homes in this area. Art Page is one of radio's pioneer farm broadcasters. As an associate editor of Prairie Farmer, he was on the air over other Chicago stations in 1923—before WLS was founded. And since Prairie Farmer bought WLS in 1928, Art Page has conducted regular daily farm broadcasts.

Listeners depend upon Art for farm news and for cooperation with their own organizations: 4-H Club, Future Farmers, Farm Bureau, and such. He has been broadcasting to them and for them on WLS for so long, that listeners think of Art Page as a real friend and neighbor.

Here is another example of long-time association between a WLS personality and the Midwest radio audience. Listeners have confidence in our broadcasters and a loyalty toward the station—the kind of loyalty that makes true our slogan: *WLS Gets Results!*

WLS

CHICAGO 7

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK—**KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

WHY PORTLAND, OREGON PEOPLE *PREFER* KGW

JACK MATLACK....

Winner of the Quigley Showmanship Award for 1943, was picked from 16,500 motion picture exhibitors as the one man contributing the most to the war effort.

JACK MATLACK.....MANAGER OF PORTLAND'S BROADWAY THEATER

SAYS...."I'll say KGW puts showmanship in its public service programs—and in my book that means entertainment plus! The KGW "620 Time" series of war-bond, war-industry shows, presented from the Broadway theater stage, has proved conclusively to Portland audiences that public service programs CAN be tops in interest and entertainment."

Yes, KGW is proving constantly, and in many ways that public service programs CAN be interesting and entertaining. A case in point is the "620 Time" series, which salutes Portland war industries who have made records in war bond sales. Below, Nora Martin, Eddie Cantor and KGW orchesta, directed by Abe Bercovitz.

Nora Martin, who got her start in radio at Station KGW, is shown with her new boss, Eddie Cantor, with whom she appeared on a KGW "620 Time" show recently.

THE STATION WITH EAR APPEAL
KGW
PORTLAND OREGON

Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.

Another Portland girl, now a "big name" in radio and motion pictures, is Jane Powell, featured on KGW with Edgar Bergen and Charlie McCarthy. She sang on "620 Time" while in Portland in connection with the world premiere of her new picture, "Song of the Open Road."

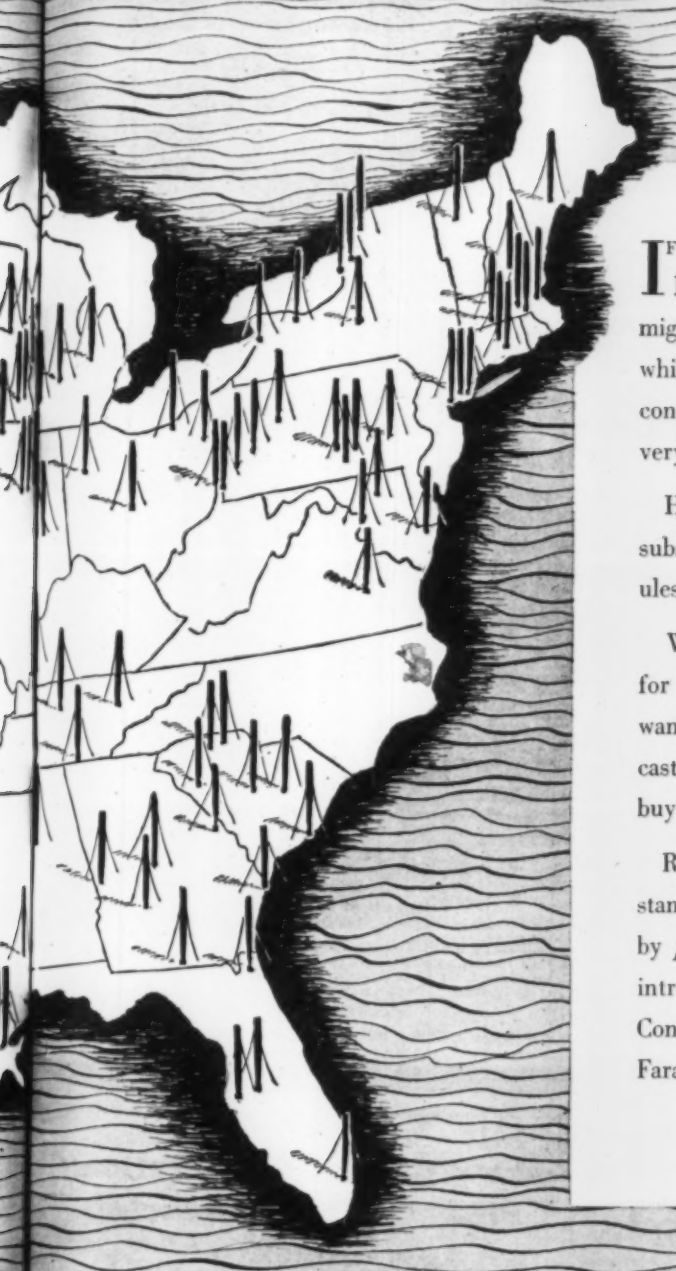
Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

IS YOUR STATION

Illustrations show part of RCA's complete line of Faradon Condensers, extensively used in stations everywhere

BUY MORE WAR BONDS

ON THIS MAP?



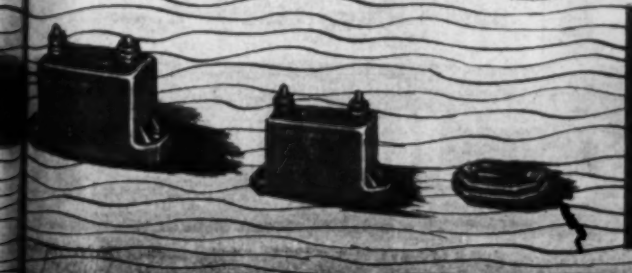
IF so, it is one of the stations to which we have shipped Faradon Condensers during the past two years. RCA is mighty proud of the record number of these wartime orders which have been handled. It's a record made at a time when condensers of the type used by broadcast stations have been very hard to get for other than direct military use.

How was this record accomplished? By rebuilding units, by substituting condenser sizes and types. By rearranging schedules and by exhausting every possible stock of spare units.

Why did we do this? Because we had a peacetime reputation for helping our broadcast customers—a reputation RCA wanted to keep. We knew we wouldn't be able to fill broadcasters' orders for the shiny new things they would like to buy. But we could "keep them on the air"—and we have!

RCA Faradon Condensers have a reputation for durability, stamina and continuous service. Here is a quality product by *pre*war standards. Craftsmen, long experienced in the intricacies of condenser manufacture, supervise Faradon Condenser production. Postwar, a complete line of RCA Faradon Condensers will be available for every purpose.

RCA BROADCAST EQUIPMENT SECTION



RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION · CAMDEN, N. J.

LEADS THE WAY . . In Radio . . Television . . Tubes
Phonographs . . Records . . Electronics

WWL Advt.
Aug. 1941

Today—

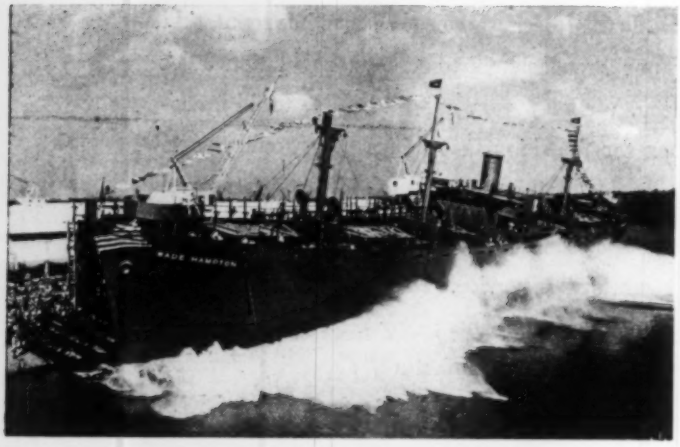
When You Think of

NEW ORLEANS

...You Think of well over

1,000,000 TONS of DELTA SHIPS

MADE IN NEW ORLEANS



...AND

WWL
NEW ORLEANS

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

WWL Dominates the NEW Deep South—
Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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"Nebraska's Capital City Station"
Takes Pleasure in Announcing
the Appointment of

Melvin Drake, *Station Manager*
Gerald Snider, *Sales Manager*

and a change of address to
Stuart Bldg., Lincoln 8, Nebr.

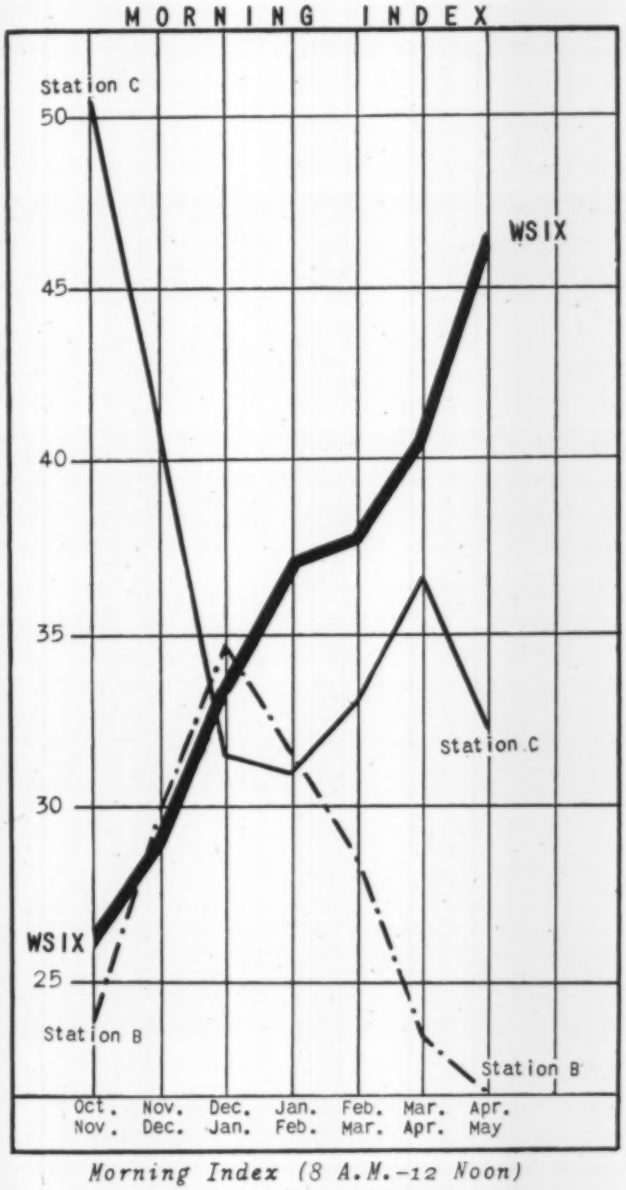
Blue and Mutual Networks
KFOR LINCOLN Nebraska
"Nebraska's Capital City Station"

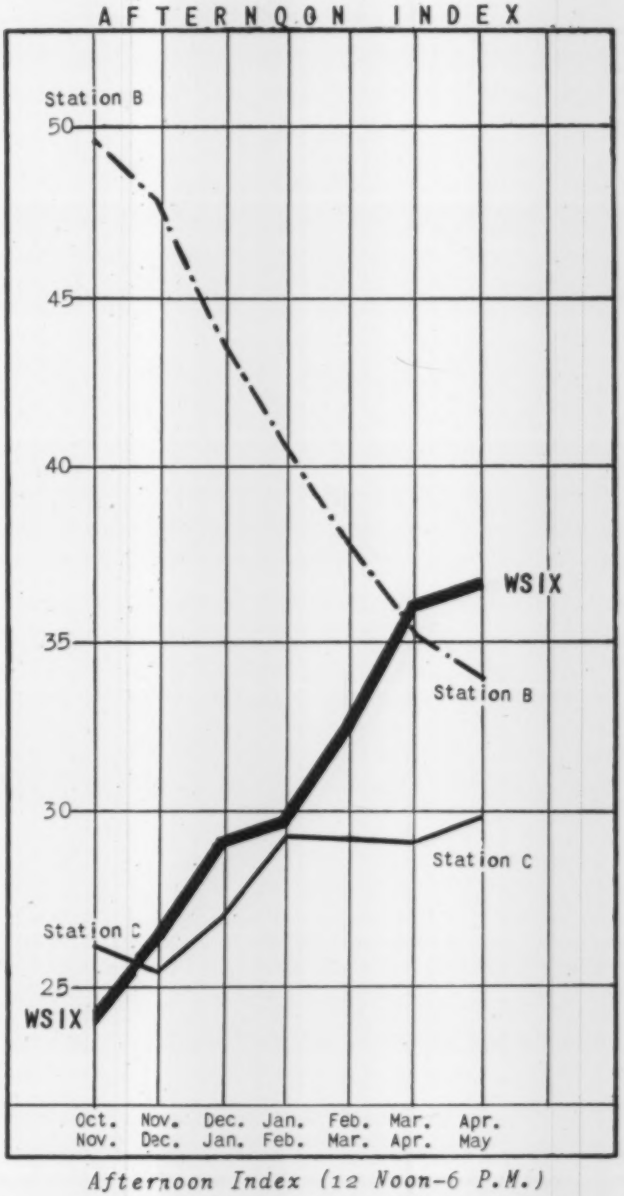
WSIX PULLS AWAY FROM THE FIELD

Leads in Nashville All Day

From 8 A.M. to 6 P.M.

HOOPER LISTENING INDEX OCT.'43-MAY '44





Morning Index (8 A.M.-12 Noon)

	WSIX	Station B	Station C
Oct.-Nov.'43	25.7	23.7	50.6
Nov.-Dec.	28.8	29.9	41.3
Dec.-Jan.	33.7	34.8	31.5
Jan.-Feb.'44	37.3	31.5	31.2
Feb.-Mar.	37.8	28.9	33.3
Mar.-Apr.	40.4	23.3	36.3
Apr.-May	46.0	21.8	32.2

Afternoon Index (12 Noon-6 P.M.)

		Station B	Station C
Oct.-Nov.'43	23.8	49.9	26.3
Nov.-Dec.	26.2	48.2	25.4
Dec.-Jan.'44	29.3	43.8	26.8
Jan.-Feb.	29.8	40.6	29.6
Feb.-Mar.	32.4	38.1	29.5
Mar.-Apr.	35.8	35.1	29.1
Apr.-May	36.4	33.7	29.9

5,000 WATTS

WSIX
"The Voice of Nashville"

980 K-C

The Blue Network | **Mutual Broadcasting System**

Represented by the Katz Agency

Right — for Fighting Wings

In a modern bomber there are some six dozen places where radio and electron tubes find vital use.

Many of these uses were made possible by Sylvania's development of special radio tubes. For example — there are Sylvania tubes small enough yet powerful enough to operate effectively on standard storage batteries without need of extra, weight-adding generators.

With much of our production now going into such all-important service, you can be sure of one thing about its quality.

Every unit produced is designed and built to just one standard—the highest anywhere known.

For security reasons, radio equipment actually used in fighting planes is not shown here.

Right — for Future Fliers

No one is yet prepared to say how much the availability of rugged, lightweight radio and electron tubes will hasten the coming of the safe, light family plane.

But, obviously, wartime lessons in the possible uses of such tubes hold great promise for future developments.

Naturally, for such uses, only the highest and most dependable quality will do.

And they will represent a field in which you will have special reason to look for the Sylvania symbol as the mark of a single standard, and that the highest known. Sylvania Electric Products Inc., Executive Offices: 500 Fifth Avenue, New York 18, N. Y.

BUY WAR BONDS

FOR THE DURATION

America's war program gets first call on all our products, resources and skill.

SYLVANIA

ONE STANDARD—THE HIGHEST ANYWHERE KNOWN

RADIO TUBES Sylvania was first to propose a standardized 6.3-volt radio tube for both home and automobile radio sets. Such standardization eliminated about half of the previous tube types and reduced cost.

ELECTRONIC DEVICES Heart of your postwar television set will be an electron tube. Such tubes are one of many types Sylvania is even now producing. Work in the field of electronics is a definite part of Sylvania's activities.

LAMPS AND FIXTURES Most of Sylvania's Incandescent Lamps and Fluorescent Lamps, Fixtures and Accessories are now going into Victory-effort use. But the day is coming when either type of lighting, made by Sylvania, will be readily available for your home.

WNEW'S NEWS PLANS DID NOT STOP WITH THE INVASION

WNEW, Through The Vast Facilities Of The New York Daily News, Is Prepared To Continue First In War News Coverage

It seems only moments since we flashed the first word of "Invasion" to radio listeners. Now, on three fronts, the Armies of Liberation are smashing ever nearer to Berlin—*closing in for the kill.*

WNEW, through the great world-wide coverage of the New York Daily News, stands ready for the moment when all programs will stop for the flash—"Complete Surrender"!

None of us knows when it will come.

Meanwhile NEWS AROUND THE CLOCK, heard *every hour on the half-hour,* will continue to cover, *twenty-four hours a day,* all phases of world events—bringing to the American listening audience *ALL THE NEWS, without comment, without prejudice, without a commercial message.*

It cannot be bought.

Such public service programs are one of many reasons why *more people listen to WNEW than to any other non-network station in the country.*

WNEW

New York 22, New York

TEN THOUSAND WATTS—1130 ON THE DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY

ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING

JOSEPH HEXTER, *President, Columbia Baking Co., Atlanta*

Says—"Spot broadcasting enables us to place our radio appropriation where and when it will do us the most good"

●That's getting it down to brass tacks, Mr. Hexter, and we especially appreciate those words from a man who "pays the bills". Thanks!

●Yes, spot broadcasting is the *advertiser's* medium—but that's not to imply any particular conflict with networks. Today a good many network advertisers also use "spot"—to bolster individual weak markets or exploit strong markets, to test new merchandising ideas, to plug seasonal advantages, etc. . . .

●Yes, spot broadcasting has many uses and functions. How about letting us suggest ways it can help with *your* advertising problems?

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KECA	LOS ANGELES
KOIN	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE
KFAR	FAIRBANKS, ALASKA

and WRIGHT-SONOVOX, Inc.

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *6331 Hollywood* Granite 3615 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 27. No. 5 WASHINGTON, D. C., JULY 31, 1944 $5.00 A YEAR—15c A COPY

Radio May Get Slice of WAC Budget

Action Indicated As War Dept. Steps In

AROUSED by a storm of protests against exclusion of radio from current WAC advertising and the prospective loss of OWI radio support from the campaign, the War Dept. last week took steps toward allotment to radio of a share of its $5,000,000 budget for WAC recruiting.

Conferences were held last Thursday between John F. Reeder, vice-president of Young & Rubicam; Philip S. Broughton, public relations director for the agency, and high officials of the War Dept. Maj. Gen. Alexander D. Surles, director of the Bureau of Public Relations, is understood to have taken a hand in the situation.

OWI Plans In Balance

Young & Rubicam officials also conferred with the OWI regarding the Domestic Radio Bureau's action in pulling WAC recruiting from its allocation schedules. It is expected that further conversations will be held soon with OWI, at which time the advertising agency will submit its media plans for the coming months for WAC advertising.

OWI has tentatively cancelled network program allocations and station announcements scheduled for the weeks of Aug. 28 and Sept. 4 but officials indicated they might still rescind that action if radio is included in future WAC advertising promotion. OWI's overall media plans for recruiting women for various war capacities, it was learned, will be weighed against the $5,000,000 War Dept. budget for WAC advertising.

Prospects for inclusion of radio in coming WAC promotion also were brightened by replies received by the NAB to its survey of station policies respecting Government advertising. Returns tabulated as BROADCASTING went to press showed an overwhelming majority of stations favorable to acceptance of WAC advertising. Out of 312 returns, 277, more than 88%, said they would welcome such advertising, 33 stations would refuse, and two were undecided.

About half of the stations interested in WAC advertising offered quarter-hour periods five times a week, about a fifth had 15-minute periods available three times a week, and the remainder offered half-hour periods once a week, dramatized announcements or station breaks.

Lewis H. Avery, NAB Director of Broadcast Advertising, in charge of the survey, said the stations are submitting "excellent availabilities", many of them offering the best evening hours, others making available desirable morning and noon periods which reach large local audiences. When all returns have been received, Mr. Avery will submit the availabilities to Young & Rubicam.

The NAB survey returns are likely to play an important part in consideration of forthcoming WAC advertising. The information obtained on availabilities, it is understood, will go a long way toward the preparation of proposals to use radio effectively in the campaign.

In submitting their availabilities to NAB, more than 50 stations commented favorably on the OWI action in withdrawing allocations and expressed indignation over the exclusion of radio from the current WAC advertising.

Richmond Meeting

A number of stations which have been putting on elaborate programs at their own expense in support of WAC recruiting stated they are hesitating about continuing these programs in view of the War Dept. handling of the WAC advertising.

At a meeting of 10 eastern and southern CBS affiliates in Richmond a resolution was passed unanimously, urging that measures be taken "to correct the situation". The resolution declared:

"It is the sense of this group of broadcasting stations that unfair reactions may result from the action taken by the WAC recruiting division advertising campaign; that this group feels radio is thereby severely rebuffed and that measures should be taken to correct the situation without delay and that this resolution be immediately communicated to the NAB".

Large and small stations alike joined in endorsing the NAB stand on WAC advertising and newspaper-owned stations were as willing to sell time as others. Several groups of newspaper stations were emphatic in their affirmative response to the NAB question, saying they would gladly take WAC advertising.

NABET Reopens NBC, Blue Contracts

Will Ask Jurisdiction On Platter Turning In New Pacts

NATIONAL Assn. of Broadcast Engineers & Technicians (NABET) last week served notice on NBC and Blue that it is terminating its contracts with both networks in 30 days and asked that negotiations be started immediately for new contracts to cover all network-owned stations. NABET's present contract expires Aug. 31.

NABET will ask that its new contracts guarantee jurisdiction over platter turning at all stations served by its technicians, including WENR and WMAQ in Chicago where James C. Petrillo, president of the American Federation of Musicians, now has control over record turners. The technicians have filed proceedings with the National Labor Relations Board charging the networks with violating contracts entered into with NABET in 1943 which allegedly covers jurisdiction over platter turners at Chicago.

NABET will attempt to settle the platter turning issue in Chicago in negotiating its new contracts but should the networks refuse its demands it will push its case through the NLRB where it amended its unfair labor practice charge against the networks last month to include discrimination in favor of AFM and refusal to bargain [BROADCASTING, June 19]. NABET claims that an exception it granted four years ago permitting musicians to handle platter turners at Chicago was later withdrawn but that the networks continued to give this jurisdiction to AFM.

Should the networks accede to the NABET demands, Mr. Petrillo's hold over platter turning in Chicago, which has been his springboard for penetration in the entire broadcasting industry, will be virtually broken.

The AFM leader's efforts to force additional musicians to turn records at WJJD, now owned by Marshall Field, were resisted by the station. A decision in this case is expected soon by the Chicago regional War Labor Board.

Victory for NABET on platter turning jurisdiction in Chicago would likely put an end, for some time at least, to the elaborate plans of Mr. Petrillo to take away control of turntable operations from NABET technicians. The union threatened a strike at all NBC and Blue owned stations when Mr. Petrillo attempted to invade their jurisdiction, resulting in a WLB order maintaining the status quo [BROADCASTING, May 8, 15, 22, 29, June 5]. NABET is prepared to strike if and when such an effort is repeated.

In addition to platter turning jurisdiction, NABET will ask that its new contracts include the maximum increase in wages permitted under the "Little Steel" formula. A straight 8-hour day will also be demanded, with time and a half for overtime.

NABET's letter to NBC and Blue regarding termination of contract, signed by Allan T. Powley, president, dated July 26, follows:

On behalf of the National Association of Broadcast Engineers and Technicians, I herewith serve upon you by this letter a thirty (30) day written notice terminating our contract with you as of thirty (30) days after the service of this notice upon you as provided by Section 9, paragraph 9.01.

This thirty (30) day written notice of the termination of our contract dated June 1, 1943, is being sent to you by "Registered Mail—Return Receipt Requested", and the contract shall run for thirty (30) days after the receipt of this registered letter by you, and shall terminate on the thirtieth day after the receipt of this letter by you.

Accordingly, we desire to immediately begin negotiations for the signing of a new contract and we await your pleasure in setting a mutual date for conference in New York, at which time we can begin bargaining negotiations.

MBS Plans Ban of Hitch-Hike, Cow-Catcher Spots Next Year

Three Network Clients May Be Affected by Curb; McClintock Indicates Stations' Approval

MUTUAL network last Tuesday announced its intention of eliminating "hitch-hike" and "cow-catcher" commercials at a date not later than Jan. 1, 1945, thus adding momentum to an industry move which promises to make the so-called "simulated" network announcement soon obsolete.

As far as could be learned last week, there was no pressure behind the move such as that built up by various network affiliate groups, notably CBS, culminating in that network's ban on the two types of announcements, effective in October of this year [BROADCASTING, Sept. 20, 1943].

Stations' O.K. Expected

Miller McClintock, MBS president, said that the action had been taken by the executive committee [June 20, 21] "after careful consideration of the improvements in listening impression which would result from keeping commercial messages within the limits of the established commercial programs." Letters advising agencies and clients of the decision went out in the first part of the week, and it was still too early, he said, to report any reactions. MBS stations are expected of course to approve the plan.

Mr. McClintock pointed out that no change is contemplated in the time limits for commercials on advertising programs which have heretofore applied. Mutual's action, he added, is not designed to restrict the number of products which a client may advertise on any particular program within the time limits. The requirements are specifically that all commercials must be within the recognized format of the program itself, it was said.

Just to what extent and how the edict will affect MBS commercials could not be learned last week, but it would be proper to assume that it will not involve as many programs as at CBS, which in September of last year, when the announcement was made, carried hitchhikes and cowcatchers on 20 programs representing 80 separate time periods.

MBS clients listed according to billings include a substantial representation of religious sponsors, insurance companies and such, and include comparatively few of the multiple-product companies, such as General Foods, Lever Bros. and American Home Products which have tended towards the use of such commercials.

Included among the top 10 MBS clients however are three related advertisers: B. B. Semler, Barbasol Co. and Zonite Products Corp., who do make use of this type of announcement and who will be affected by the ban. At Erwin, Wasey & Co., New York, agency handling all three accounts, the representative preferred to withhold comment.

Campaign against the spots was renewed by members of District 7 of the CBS planning and advisory board last year [BROADCASTING, June 21, 1943], and spurred on as various CBS affiliate groups and the National Assn. of Broadcasters issued protests.

Following CBS move last fall, MBS is the second of the major networks to take a positive stand as a network. While NBC has made no outright ruling on the issue, for the past year and a half, a concerted effort has been made to eliminate the objectionable features of both types of commercials by working with both sponsors and agencies, and the majority of such commercials have been eliminated, it was said. The Blue Network has no ruling on the matter.

* * * *

Religious Policy

MUTUAL last week announced changes in its schedule of commercial religious programs, in line with an MBS policy which goes into effect Sept. 17, eliminating all such programs from the afternoon and evening periods on Sunday, and limiting air time to one half-hour, in addition to prohibiting appeals for money [BROADCASTING, March 6.]

Lutheran Layman's League, sponsor of the *Lutheran Hour* on over 200 MBS stations 1:30-2 p.m. Sunday, will shift Sept. 17 to the 12:30-1 p.m. period. Program is sponsored on the MBS-Don Lee Network in the 12:30 p.m. spot and will thus be heard on the full Mutual network at that hour, provided time clearances go through as ordered by the sponsor, through Gotham Adv., New York.

Gospel Broadcasting Ass'n, which sponsors *Old Fashioned Revival* on about 200 MBS stations Sunday, 7-8 p.m., will shift to the 12 Noon period now occupied by a sustainer, Northwestern U's *Reviewing Stand*, at the same time dropping to a half-hour program. Agency is R. H. Alber Co., Los Angeles. With these shifts, Mutual will have a total of three and one-half hours of sponsored religious programs in the period between 9 a.m. and 1 p.m.

Gospel Broadcasting Assn. discontinued May 14 its other Mutual program *The Pilgrim Hour* on over 200 MBS stations, Sunday 2-2:30 p.m.

Borden Picks Wynn

BORDEN Co., sales division, New York, will sponsor Ed Wynn, comedian, in *Happy Island*, a half-hour musical variety program, on the full Blue network, Friday, 7-7:30 p.m., starting Sept. 8. Period is now held by Colgate-Palmolive-Peet Co., Jersey City, for *Blondie*, which Oct. 22 shifts back to CBS, Sunday, 8-8:30 p.m., continuing for Supersuds. Format and supporting talent for the Ed Wynn show to be aired in behalf of various dairy products, were being lined up last week. Borden continues Fannie Hurst on the Blue, Saturday 10-10:30 a.m., for Hemo. Agency is Young & Rubicam, New York. Supersuds agency is William Esty & Co., New York.

Radio to Get Biggest Single Item of GOP Campaign Fund

RADIO will be given the "biggest single expenditure" of the forthcoming Republican national campaign advertising fund, according to Henry R. Turnbull, Radio Director, and Wells (Ted) Church, who shares with Mr. Turnbull the task of setting up radio schedules (see respects sketch page 34).

Coincident with disclosure that the "biggest single item" of the $3,000,000 GOP campaign fund, limited to that figure by the Hatch Clean Politics Act, would go to radio, preliminary estimates placed at $2,000,000 the cost to radio of covering the Republican and Democratic Conventions in Chicago. That figure is based on estimates of the four major networks and 60-odd stations which sent correspondents and commentators to the conclaves. It includes revenue lost from cancelled commercials, rebates to talent and out-of-pocket expenses.

Although radio's allocation of the GOP fund will not be announced for a week or 10 days, plans are to begin broadcasting in mid-August and increase schedules as the campaign progresses. The Republicans will go in heavy for spot time as well as network time, with most of the spot business to be placed by State committees.

Already in preparation for distribution to local, county and state groups is a spot package to contain a radio manual, scripts, recordings and program ideas. New material from the National Committee will supplement the package each week.

Writers are being recruited from network and station newsrooms and from the advertising industry. Most of them will operate on a paid basis under the supervision of Ford Bond who, himself, is contributing his services. Mr. Church will coordinate the nationwide schedules, while Mr. Turnbull is expected to devote much of his

(Continued on page 52)

50% Spent on Radio By General Mills

Company Sold on Medium and Is Interested in Video

GENERAL MILLS, Minneapolis, a major user of radio, at its second annual trade press and newspaper conference in New York last week, announced that the company had established a new sales record for the fifth consecutive year, with a dollar volume of $281,286,512, for the fiscal year ending May 31.

Report was presented by James F. Bell, chairman of the board, who followed the financial presentation with a discussion of the company's expansion into the development of non-food uses of agricultural products such as the soybean and, as soon as wartime production commitments would allow, into the household appliance field, the latter stemming from the company's precision instrument work, largely a wartime development.

Bright for Media

In a lighter vein, Bruce Barton, president, BBDO, New York, one of the General Mills agencies, pointed out at the close of the meeting that with companies entering into each other's fields, the picture looked bright for the advertising agencies and the various media—newspapers, magazines and radio.

Advertising expenditures did not enter into the formal report, nor into the general discussion, but a representative of General Mills told BROADCASTING the company was "sold on radio" and that somewhat over 50% of the advertising budget was now allocated to this medium. It was also learned that discussions were in process last week regarding the expansion of General Mills into the television field. The company, it was said, was interested in helping establish television as a commercial industry.

Full-Hour Serial Plan Augurs Well for Video

GENERAL MILLS, Minneapolis, one-hour block of daytime serials on NBC network—*Today's Children, Guiding Light, Woman in White, Hymns of All Churches*—has proven successful not only from a studio audience full-hour presentation with programs introduced by an m.c. but also a television production. Authoress Irna Phillips and Producers Guilbert Gibbons and Joe Ainley reported helpful hints from audience reaction to shadings of plot and character interpretation.

Question whether or not housewives would be able to take time out to watch favorite serials on a television screen, was settled by capacity attendance (total of more than 15,000 throughout series of performances) in NBC's Chicago Studio A. It was proven that devotee of the daily serials would arrange her schedule of housework to conform to broadcasts. Actors turned in a better performance with stimulation of studio audience.

FCC Dumps Sales Policy in Congress Lap

Separate Hearings Needed, States Durr Dissent

UNLESS specific instructions are forthcoming from Congress, the FCC feels it is its function to approve sales of broadcast stations, irrespective of whether the prices are "inordinately high", FCC Chairman James Lawrence Fly last week advised Chairmen Wheeler and Lea of the Senate and House committees identified with radio legislation.

The FCC asked the committees whether there was any policy that should be followed in passing on the sale of stations where prices far exceed "going concern" and physical property values and therefore appear to involve "compensation for the radio facility itself", in violation of the law.

Durr's Dissent

After the FCC had approved during the past few weeks more than a dozen transfers, involving several million dollars, Chairman Fly sent the identical letters to the committee chairmen, seeking Congressional guidance. So far as known, this was the first time the Commission ever had solicited Congressional advice.

Last Wednesday, a day following release of the letters, Commissioner C. J. Durr, one of the members who had raised the question about high prices, made public a memorandum setting forth his reasons for dissenting from certain of the transfers—including sales of WINX Washington to the *Washington Post* for $500,000, WQXR to the *New York Times* for approximately $1,100,000 and WJLD Bessemer, Ala., for $106,000 [BROADCASTING, July 24].

Mr. Durr pointed out that the Fly letters to Chairmen Wheeler and Lea indicated there was "little disagreement" between the other members of the Commission and himself with respect to the seriousness of the problem, the main point of difference having been the present authority of the Commission to deal with the situation. Commissioner Paul A. Walker also is understood to have raised some question about inflated values at past Commission meetings.

Chairman Fly alluded to the "tremendously high prices" which stations command in the present market, and cited by inference the cases of WINX and WQXR. He pointed out that it was the Commission's policy to disapprove transfers which obviously represent the activities of a promoter or broker "who is simply acquiring licenses and trafficking in them". Under the present state of the law, however, he said it was not clear that the Commission "has either the duty or the power to disapprove of a transfer merely because the price is inordinately high—even though it may well be deducted that a substantial value is placed on the frequency" [see text of FCC statement herewith].

Appended to the Commission's press release was a list of 23 "important transfers" of control approved in recent weeks. Only a portion of the covering letter to Chairmen Wheeler and Lea was released.

Letter sent to the two committee chairmen carried the following preliminary paragraph, in addition to the two paragraphs quoted in the press release:

> I hand you herewith a statement giving specific data on sales of radio broadcasting stations which have come before the Commission during the calendar year 1944 to date. A number of these, and particularly several which were passed on at the Commission's meeting last week, involved a consideration overwhelmingly in excess of the physical value of the properties transferred, and it seems fair to deduce that the consideration in a number of the cases appears to go beyond any reasonable amount which could be assigned to the value of the physical properties plus good will, going-concern, etc.
>
> Data with respect to sales during earlier periods may be found in part in the hearings before the House Committee on Appropriations on the Independent Offices Appropriations Bills (for 1945, following page 1286; for 1944, following page 1248; for 1943, following page 334; for 1942, following page 667 of Part I; for 1940, pocket supplement) and in part in the *Congressional Record* 86 Cong. Record 434; 83 Cong. Record 112 and 81 Cong. Rec. 786).

Texts of FCC announcement on station sales letters and Commissioner Durr's dissenting opinion on pages 50, 51.

The list submitted by the Commission to the committees covered 74 individual transactions approved since Jan. 1, of which 46 were applications for transfer of control and the balance consent to assign licenses. In addition, however, the data submitted to Congress carried information as to the income of the stations involved before Federal taxes, original costs less depreciation, replacement costs, and the net book value of the securities transferred or assigned. Most of this data is not available for public inspection.

Rep. Wigglesworth (R-Mass.), a member of the House Subcommittee on Appropriations for Independent Offices, as well as of the Select Committee to Investigate the FCC, repeatedly has sought information from the Commission on station transfers and assignments. Anticipating such requests, the Commission has kept a continuing record of all data pertinent to transfers, and virtually automatically has supplied it to the Appropriations committees.

Commissioner Durr, in his July 18 memorandum protesting the transfers, pointed out that the prices involved appeared to him to raise serious questions of law and public interest. He said he felt the applications in each instance should have been set for hearing to determine (1) whether any part of the purchase price represents payment for a radio channel in violation of the law; and (2) whether the amount being invested by the transferee "will affect the operation of the station in the public interest."

Paley Returns for Short Stay to Confer On Psychological Warfare Operations

WILLIAM S. PALEY, Chief of Radio, Psychological Warfare Division, SHAEF, arrived by plane from England July 22 for what he termed a "very short stay." The CBS president, who had just completed an inspection tour of the Normandy peninsula, conferred last week in Washington with the OWI and the War Dept. on PWD radio operations.

As outlined briefly by Mr. Paley in a statement released through CBS last week, his work as radio chief, attached to General Eisenhower's headquarters under General McClure, and as a member of the OWI's overseas staff involves the following activity: broadcasting from the United Kingdom concerning military operations to enemy and occupied countries such as "The Voice of SHAEF", SHAEF control of radio units and public address systems in combat and consolidation zones; plans for and eventual control and operation of radio facilities in enemy occupied territory until declared liberated; and co-ordination with OWI in the operation of American Broadcasting Stations in Europe (ABSIE).

Mr. Paley left the United States in November, 1943. His first radio assignment from the OWI was with the Army's Psychological Warfare Division in the Mediterranean theatre. After several months in North Africa, and in Italy, where he organized the radio network now operated under the Allied Command's PWD, Mr. Paley was transferred to London, assuming his present post at SHAEF.

BACK IN THE STATES for a "very brief stay", William S. Paley (l), CBS president on leave as Chief of Radio, Psychological Warfare Division, OWI, attached to Supreme Headquarters Allied Expeditionary Forces, confers with Paul W. Kesten, CBS executive vice-president, who is in charge of the network during Mr. Paley's leave.

KSO, WHOM SALES APPROVED BY FCC

DISPOSITION of another duopoly transaction, involving sale of KSO Des Moines by the Iowa Broadcasting Co. and acquisition by that company of WHOM Jersey City-New York, was completed last Tuesday with the approval by the FCC of the sales involving an aggregate of approximately $675,000.

KSO, sister station of KRNT Des Moines, was sold by IBC to Kingsley H. Murphy, Minneapolis newspaper executive, for $275,000. IBC, in turn, acquired WHOM from Paul F. Harron, Joseph Lang and their wives for $403,500, including adjustment of accounts receivable. Commissioner C. J. Durr opposed the WHOM purchase but did not vote against the KSO sale by the Cowles interests.

Iowa Broadcasting Co. also has pending before the Commission transactions involving exchange of WMT Waterloo for WOL Washington, and purchase of WCOP Boston from the Arde Bulova radio interests for $225,000.

KFJI Transfer Granted

CONSENT was granted by the FCC last week to transfer control of the licensee corporation of KFJI Klamath Falls, Ore., from George Kincaid, executor of the will of John A. Kincaid, deceased, to Mr. Kincaid as an individual. No monetary consideration was involved. Station operates unlimited time on 1240 kc with 100 w and is a Mutual-Don Lee affiliate.

Petrillo Ordered to End KSTP Strike

Station Planning Court Action to Recover Damages

THE NATIONAL War Labor Board late Friday ordered James C. Petrillo, president of the American Federation of Musicians, to terminate the musicians' strike at the Minneapolis studios of KSTP and served notice that the dispute, which is before the Chicago regional WLB, will not be further processed as long as the work stoppage continues.

The Board telegraphed Mr. Petrillo as follows:

"The National War Labor Board is informed that you have instructed members of your union employed by station KSTP, Minneapolis, Minn., to strike because of a court action secured by station KSTP and that as a result a stoppage of work is in progress. The NWLB is in receipt of a wire from the attorneys representing KSTP stating that the court proceedings, restraining orders and injunctions against the musicians' union have been dismissed.

"The NWLB calls upon you as the responsible leader of the musicians' union to instruct these members employed by station KSTP to return to work at once. The Sixth Regional WLB in Chicago was prepared at the time of the strike to issue its panel report on case No. 111-7662-D. The Board, of course, will not process this case further while the stoppage of work continues. When the members of your union have returned to work the Sixth Regional WLB will release the panel report. Please advise what action you take."

Suit to Be Filed

Copies of the telegram, which was signed by Phillips L. Garman, Assistant Disputes Director of NWLB, were also sent to Stanley Hubbard, president of KSTP; George Murk, president of Local 73, AFM; Joseph Padway, counsel for AFM; and Sam Edes, Disputes Director, Sixth Regional WLB, Chicago.

Action to recover damages allegedly caused by the strike order issued by Mr. Petrillo, affecting operations at KSTP's Minneapolis studios, will be taken by the station. Mr. Hubbard said Friday he will file suit in Federal court under the Smith-Connally Act.

KSTP was forced to cancel a $1,000 program Tuesday night when the musicians failed to appear and in addition the station has suffered losses to prestige "running into six figures", according to Mr. Hubbard.

Earlier, on petition of KSTP, a bench warrant for the arrest of Mr. Petrillo was issued by District Judge W. W. Bardwell, charging the union leader with violating a temporary restraining order preventing the musicians from striking. This order was later dismissed on motion of the station's counsel, Mr. Hubbard explaining that the action was taken to protect the musicians.

"Petrillo's order for a strike," Mr. Hubbard said, "following issuance of the temporary restraining orders prohibiting the strike in violation of State law and the orders of the War Labor Board, would have forced our musicians to choose between being labeled as law-breakers or strike-breakers. They would have had to choose between jail or dismissal from the union.

"We have no quarrel with these musicians; they have no quarrel with us. They are members of the KSTP family. They all are married men; most of them have families. Rather than embarrass our own employes by forcing them to choose between jail and Petrillo's vengeance, we have withdrawn the court action on which the strike's restraining order was granted."

Following Mr. Petrillo's order to the musicians, the Chicago regional WLB notified the local that any interruption of services "would be in flagrant violation of labor's no-strike pledge to which your union was a party" and "would further delay the orderly settlement of the dispute now before the WLB."

The panel report in the case is ready for submittal to the parties, the Board said, "but under no circumstances will action be taken until all threat of an interruption in the services of KSTP is removed".

Mr. Petrillo, upon issuing his strike order, said, "This is my strike now". He declared his action was taken because the station took the case to court and that the strike would continue until KSTP "decides whether it wants the War Labor Board or the courts to handle this dispute." Apprised of the bench warrant, which can be issued only in Minnesota, Mr Petrillo said, "I'm in Chicago."

Discs 'In Every State' Are Planned By Sen. O'Daniel to Promote Paper

TIME on a nationwide basis for daily quarter-hour transcriptions is being bought by the *W. Lee O'Daniel News*, publication of Sen. O'Daniel (D-Tex.), ardent anti-New Dealer, to promote the newspaper. With musical opening and close, the transcription series consists of talks by Sen. O'Daniel and solicitations for subscriptions, he said.

The first series of 12 transcriptions already has been placed on some 40 stations, although Sen. O'Daniel asserted: "Several stations have turned us down. They tell us their time is sold out. NBC refused to carry the program. So did the Texas Quality Network."

Campaign is placed direct from the *News* headquarters in the Washington Hotel, Washington. A branch office is maintained at 501 East Broadway, Ft. Worth, Tex. Discs are being cut by Sound Studios of Washington. Sen. O'Daniel said his publication had set aside no specific budget but planned to buy time in "every state of the Union," whatever the cost.

FIELD TAKES OVER WJJD Chicago through acquisition of the controling stock July 24. Formal FCC approval however was granted July 6. Approving approval are (l to r) Clem Randeau, new vice-president of WJJD; Ralph L. Atlass, former president, also president of WIND Chicago; Marshall Field, new owner; H. Leslie Atlass, vice-president of CBS in charge of central division operations, who had held an interest in WJJD.

Fly Will Address NAB War Meeting

Won't Resign Before Sept. 1, Acceptance Indicates

CLEAR indication that FCC Chairman James Lawrence Fly does not intend to leave the FCC before September, was seen in his acceptance last Friday of an invitation to address the NAB Executives War Conference in Chicago Aug. 30.

Mr. Fly has declined to confirm or deny published reports that he would leave the FCC to enter private law practice or join an established communications concern. He has stated in the past that he would not resign "under fire" and recently reiterated that view. The report nevertheless persisted that he has plans to leave the Government after 15 years of service—probably by Sept. 1.

In a letter to J. Harold Ryan, NAB president, Mr. Fly said he would be "happy to meet with the members of the industry and make the talk to the convention as suggested by you". Mr. Fly is scheduled to address the Wednesday (Aug. 30) luncheon session. "This, I think", Mr. Fly added, "is a peculiarly appropriate time to discuss some of the problems which we as the Commission and the industry itself will have to face together in the future years".

FCC MEN LINKED IN DIES CIO STUDY

NAMES of Charles R. Denny Jr., FCC general counsel, and Edward Brecker, special analyst in the Commission's Law Dept., were among 70 to 100 Government officials linked in charges by Chairman Dies (D-Tex.) of the House Special Committee on Un-American Activities of Hatch Act violations in connection with the CIO Political Action Committee (now the National Citizens Political Action Committee).

In a report to Committee members, Chairman Dies late last week said "evidence of a most serious character involving Government agencies and Government employees" had been uncovered.

Names of Walter Winchell and Drew Pearson, Blue commentators, and Mrs. C. J. Durr, wife of Commissioner Durr, also were linked to the CIO committee in telephone calls and telegrams, records of which had been subpenaed. The report said the CIO PAC New York office on four occasions in May placed long distance calls to Brecker, whose name figured in hearings before the House Select Committee to Investigate the Commission. Mr. Denny was called on June 7, the Dies report stated.

Also introduced was a telegram allegedly sent May 1 by Verda Barnes, director of the Women's

(*Continued on page 54*)

REPORT NO. 4

ON STATION WHO'S HOOPERATINGS

At Left: The eight Outside Zone cities covered by the Hooper Radio Report (Winter, 1944) described below. Airline distances from Des Moines, plus 1940 populations, are shown.

How much real coverage can advertisers expect in the cities and towns that lie, say, from 30 to 100 miles from WHO—especially in towns which have their own local stations, and are also within range of other Des Moines stations?

We asked Hooper that question. Hooper surveyed Des Moines and the eight Outside Zone cities shown on the map above. Six of the eight have their own local stations, and at least five are within range of our Des Moines "competition", according to published reports.

The findings: *WHO has even larger preference in those eight Outside Zone cities than in Des Moines itself!*

You owe it to yourself to see the complete Report. Meanwhile, here's an example: Of the fourteen hours surveyed, WHO's *lowest* share of the audience in the eight cities was 47.5%—WHO's *highest* share for any single hour was 77.8%.

WHO'S LOWEST PERIOD (Monday thru Friday)

	WHO	Other NBC	All CBS	Blue-MBS	All Others
10 to 11 A.M.	47.5%	*	20.1%	27.7%	4.7%

WHO'S HIGHEST PERIOD (Monday thru Friday)

	WHO	Other NBC	ALL CBS	Blue-MBS	All Others
1 to 2 P.M.	77.8%	*	10.5%	7.0%	4.7%

* No listeners found in sample.

Ask us or Free & Peters to deliver a copy of the entire Report. It is an innovation among Hooper studies. It gives a direct comparison between WHO's influence in its home-city zone, and its outside zone. And it proves, so far as the above eight cities are concerned, that WHO's outside listenership is so high as to surprise even the most optimistic of WHO's friends.

WHO

+ for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

1897 Douglas Earthman (Plug) Kendrick 1944

D. E. (Plug) KENDRICK, 46, president of the Kentucky Broadcasting Corp., owners of WINN Louisville, died at 8 p.m. last Tuesday in his apartment in the Tyler Hotel, Louisville. A native of Nashville, where he maintained a home, "Plug", as he was affectionately known by his associates and friends, had been one of radio's best-loved figures for 16 years. He managed Stations WFIW Hopkinsville, Ky. and WKBF (now WIRE) Indianapolis, before he established WINN in 1940.

Mr. Kendrick is survived by his wife, Mrs. Nell McTigue Kendrick; a daughter, Mrs. T. C. Mahr, and a sister, Mrs. R. A. Lasseter, all of Nashville. Services were held in Nashville last Thursday afternoon.

Douglas Earthman Kendrick was born in Nashville May 17, 1897. He was a graduate of the U. of Tennessee and a veteran of World War I—a member of the 30th "Old Hickory" Division. He was gassed in France and returned to this country in 1919.

An athlete at school, starring both in football and baseball, "Plug's" health was impaired during his war service. The lingering ailment which brought his end had affected his throat and presumably had some connection with the gas attack.

It was in 1925 that "Plug" first became interested in radio—at WIOD Miami, where he sang with Paul Whiteman's Collegians and did relief announcing. He had been picked up as a radio entertainer by Whiteman, who had heard him singing and playing the guitar. In 1928, after performing on Nashville stations, he went to WFIW as an announcer and did practically everything around the station.

As both showman and practical businessman, he built the station from what amounted to a one-man operation to a 1,000 w CBS outlet. He plugged for fan mail (that's the way he got his nickname) and originated the midnight barn dance parties from 12 to 3 a.m. In 1933 WFIW was sold to George Norton of Louisville and moved to that city, becoming WAVE. The following year Mr. Kendrick became manager and part owner of WKBF, subsequently sold to Eugene Pulliam as WIRE.

In 1940, WINN went on the air as a Louisville independent. Under treatment for a throat ailment during the last several years, "Plug" nevertheless managed the station, although in recent months he spent most of his time in bed in a suite adjoining the station headquarters at the Tyler Hotel. The station, a Blue Network outlet, thrived under his direction. Harry McTigue, associated with Mr. Kendrick in WINN, has taken over management of the station.

TRIBUTE TO PLUG KENDRICK

By GLENN SNYDER
Vice-President & General Manager
WLS Chicago

I WANT to write the obituary for Plug. Not because I can write—but because the customary obit would be too dignified. And Plug was not a dignified man—except where a situation required dignity. Then he was in every sense a man and a gentleman—truly the kind of man described as a gentlemen of the Old South. His name was Douglas E. Kendrick. Few people used that name. I, at times, called him Douglas Earthworm, because he was so down to earth. But to we who knew him so well and loved him because of knowing him—he was Plug.

I think I can speak of him in the way he would like best, because I knew him so well; he was my kind of fellow who could—and did—answer a call for help or companionship at 3 a.m. as readily as at 3 p.m. The kind of a guy who, if you were broke, would smile and say: "Judge—I've got a dollar—now we each have half." The kind of fellow who would say: "You're in trouble—but you're not alone—we're both in it now."

If you wanted to rest, he'd rest with you. If you wanted to laugh, he'd laugh with you—even if the laugh was on him. He'd even drink with you . . . as gentlemen like him from the Old South have always done. I could write pages about our joys and sorrows—our happiness and our disappointments together. But everyone who has been associated with him will know those stories—and have better ones of their own. I'd only like to repeat what Strickland Gillian once wrote (and he can sue you for stealing this—but it fits too well to pass).

I never draw diagrams of him
No maps of his soul have I penned.
I know that his record's vermillion
He's far from a sweet seraphim.
I know he has faults by the million,
But his faults are a portion of him.
So I don't analyze—I just love him
Because, well, because he's my friend.

AAAA Booklet

AMERICAN Assn. of Advertising Agencies has issued a pamphlet describing its activities in relation to its objectives. Released as an "Outline of Principal Activities and Services" of the AAAA, the eight-page pamphlet groups the constitutional aims of the association into four fields, following each statement of purpose with specific projects and plans.

VOYNOW PROMOTED TO LIEUT. COLONEL

PROMOTION of Maj. Edward E. Voynow, vice-president of Edward Petry & Co., to rank of lieutenant colonel was announced last week at headquarters of the XX Bomber Command, B-29 Superfortress command that has been bombing strategic targets in the industrial heart of Japan.

Col. Voynow went on leave from the Petry Co. in July 1942, when he entered the Army Air Forces as a first lieutenant. After graduating from the Officers Training School, Miami, he was assigned to the Materiel Command at Wright Field, Dayton, as theatre officer for Africa, India and the Middle East. In November 1942 he was transferred to Newark, N. J. as shipping expediter for the African Task Force, following which he served in the plans division at that post until November 1943. Assigned to XX Bomber Command, Col. Voynow served briefly with the organization at Salina, Kan. before going overseas. Upon arrival in the China-Burma-India theatre, he was charged with the duty of expediting supplies for the remote bases of the command.

Zenith Postwar Plans

ZENITH RADIO Corp. distributors have begun dealer surveys preparatory to handling consumer demands when civilian manufacture is resumed, H. C. Bonfig, vice-president in charge of household radio, disclosed last Monday at a regional sales meeting in St. Louis. Edward R. Taylor, head of Zenith's sales planning division, presented a postwar demonstration register for use by dealers in registering prospective customers. The St. Louis meeting was eighth in a series of roundtable conferences begun in Chicago July 7. Messrs. Bonfig and Taylor, accompanied by Edgar G. Herrman, assistant vice-president and director of advertising, held meetings also last week in Atlanta and Dallas.

SCOTT TO MANAGE KECA UNDER BLUE

WITH Blue Network taking over operation of KECA Los Angeles on Aug. 1, Clyde Scott, sales manager of KFI-KECA, will become general manager of the new Blue owned station, according to Don E. Gilman, Blue western division vice-president. John I. (Bud) Edwards was named program manager.

Mr. Scott will be headquartered in Hollywood Playhouse Bldg., at Sunset Blvd. and Highland Ave., Hollywood, where KECA will be housed upon completion of remodeling, now underway. Blue Network recently acquired the building under five year lease and is remodeling at cost of more than $40,000.

Sales and programming departments also will be quartered there. Production will continue from Earle C. Anthony Inc. studios in Los Angeles. Blue Network purchased KECA from Earle C. Anthony Inc., in late May for $800,000 [BROADCASTING, May 29].

MBS Names Puff

RICHARD PUFF has been named manager of Mutual research, effective immediately, it was announced Thursday by Robert A. Schmid, director of sales promotion and research of the network. Since Mr. Puff took a leave of absence from MBS research in January 1943, Mutual research personnel has expanded to more than five times its former number. John R. Newhouse, former night supervisor of WOR New York, has been appointed night program supervisor of the Mutual network, it was announced by Adolph Opfinger, program director. He will share supervision duties with Floyd Mack and Mel Vickland.

GE Profits Down

GENERAL ELECTRIC Co., Schenectady, in a comparative statement of operations for the first six months of this year, and last year, shows a decrease in profit available for dividends from $21,061,629 or 73 cents a share in 1943, to $20,770,700, or 72 cents a share in 1944. G-E earnings were less in the first half of 1944 than in the same period last year despite an increase in production, according to Gerard Swope, president, because of lower prices on goods for the armed services.

R. M. Fairbanks

RICHARD M. FAIRBANKS, 60, president of the Indianapolis News Publishing Co. and WIBC Indianapolis, died at his home in Indianapolis July 26. He had undergone a major operation in January and suffered a relapse a few weeks ago. Mr. Fairbanks was born in Indianapolis on Oct. 8, 1883 and was the son of Charles W. Fairbanks, who served as Vice President under President Theodore Roosevelt.

Mr. Fairbanks acquired WIBC for the *Indianapolis News* last May for $440,000. The station is a Mutual outlet.

He is survived by his widow, two children, Richard Jr., by a first marriage and Michael B., two grandchildren, a sister and a brother.

OFF the Record with de Valera

During the last twenty years Ian Ross MacFarlane has spent much of his time abroad. His recent tours of the British Isles and Ireland, he considers the most important of his career.

Take the time he spent with de Valera.

The off-the-record facts he got from the Irish minister, down through the years, made MacFarlane's broadcasts about the Prime Minister's showdown vote of confidence the perfect news broadcast. Backed by sure knowledge he called the turn on de Valera's victory three weeks ahead of the vote!

MacFarlane's predictions have been uncanny. He called the fall of France, Mussolini's Grecian flop, Machek's defection in Yugoslavia, Britain's temporary reverses in Libya.

MacFarlane has been around. A little learned here. . . a little more learned there . . . all this information drops into a pattern that makes a MacFarlane newscast ahead of the time.

MacFarlane analyzes the news for W-I-T-H in Baltimore, exclusively.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Shattuck Tells Radio-Navy D-Day Role

Claims Film Recorders Enabled 'Wonderful Job' of Coverage

BACK from London where he supervised radio coverage of the invasion for the Navy Dept., Lt. James C. Shattuck, radio officer in the Office of Public Relations, said last week that the documentary recordings of actual military operations provided the highlight of radio's running story of D-Day to American listeners.

Lt. Shattuck

Lt. Shattuck credits the film recorders with helping the networks do a "wonderful job" and he is particularly pleased that most, if not all, of the documentary material broadcast during the first month of the invasion was obtained with Navy film recorders. He pointed out that more than five hours of recorded material was transmitted from London and that 37 broadcasts incorporating the material were sent out, many of them on all four networks.

Correspondents Assembled

In his capacity as liaison between Navy public relations and radio correspondents, Lt. Shattuck's mission was to give all possible assistance in helping radio tell its story of the Navy's part in the invasion. He related that several days prior to D-Day he contacted each of the correspondents and the technicians assigned to accompany them, and directed them to appear, with their equipment, at the Admiralty offices in London. The first group to go out included six U. S. network commentators.

Four of them carried recording equipment: George Wheeler of NBC, Charles Collingwood of CBS, George Hicks of the Blue, and Larry Meier of Mutual. The others were Stanley Richardson of NBC and Willard Shadell of CBS who were chosen by lots to pool their material to all networks.

Upon arrival at the Admiralty they were told by Lt. Jay Smith, press liaison officer, USN, with Allied Naval Command of Expeditionary Force, that "this is it." The group was then split and sent to two main bases where they were briefed by Adm. Hall and Adm. Kirk respectively. They were then taken to the ships to which they were assigned for the invasion.

George Hicks made his memorable recordings from Adm. Hall's flagship. Lt. Shattuck, Ed Murrow of CBS, and Art Feldman of the Blue were at SHAEF headquarters at 4 a.m. June 8 (10 p.m. June 7 U. S. time) when the famous sixth recording, which included the Nazi air attack on the flagship, was brought in by a messenger. Accompanying the film was a note from Hicks to Feldman. It read:

"It's practically impossible to do a good ad lib of such a widespread continuous but undeveloped scene. Hereafter I'll try to be more exact and try to polish the presentation better because it sounds like a lot of junk this way—and this is far from a junk effort."

Broadcast Within 1¼ Hours

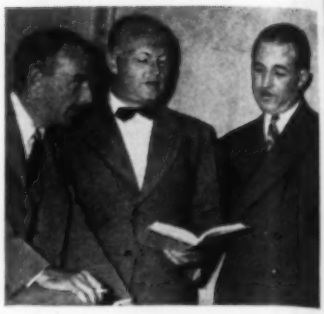
Hicks' recording had been transferred from his ship to a dispatch boat and taken to England. Within an hour and a quarter of its receipt it was edited, approved by censorship, and broadcast over the four major U. S. networks to reach American listeners at 11:15 p.m., June 7, U. S. time.

Some of the other commentators were less fortunate than Hicks. Collingwood had recorded 100 feet of film, the equivalent of about three hours, which he had dispatched to London from an LST boat. When he returned to England several days later he had thought the material had already been broadcast. He had gotten some "beautiful stuff." But the film was a week late in arriving and by that time most of it was too dated for broadcast.

One of George Wheeler's recordings came in soaking wet after a dousing in the English channel. The boys strung up the film like clothesline in SHAEF headquarters and applied their collective handkerchiefs to carefully absorb the salt water. The recording was broadcast.

But the unluckiest man of all was Bob Massell, Blue technician, who was to accompany Hicks. He had become ill on a weekend trip shortly prior to D-Day notifications. Last minute efforts succeeded in finding a substitute, one Joe Kaplan of the Office of Strategic Services.

Lt. Shattuck has been with the Navy two and one-half years. He was with CBS for five years before entering the service.



HELPING START *Words at War*, replacing *Fibber McGee & Molly* on NBC, are (l to r): William S. Connolly, advertising manager of S. C. Johnson & Son, Racine, Wis.; John Louis, vice-president of Needham, Louis & Brorby, Chicago; Cecil Underwood, Hollywood producer of the *McGee* series. Program is sponsored by Johnson's for its floor wax and polish.

Paid Advertising Urged to Stimulate Interest in Public Service Programs

MORE MONEY should be spent in advertising local public service radio programs to get the largest listening audiences, according to Prof. Paul F. Lazarsfeld, director, Office of Radio Research, Columbia U., speaking at a New York State conference on the use of radio in home and farm safety education, at the Hotel Roosevelt in New York, July 27.

The public should be induced to listen to safety programs through local advertising, he said, and through obtaining the cooperation of local groups in discussing the programs after the broadcast. "With the aid of local effort to promote safety ideas," he said, "programs will be more effective than in the past."

Ryan Speaks

Conference, held jointly by the New York State Dept. of Health and the National Safety Council, was attended by between 40 and 60 representatives of radio stations in New York, Connecticut, Massachusetts and New Jersey. Principal speaker was J. Harold Ryan, NAB president. Dr. Edward S. Godfrey Jr., state commissioner of health, Albany, presided.

Mr. Ryan told the conference that since April 1942 radio delivered more than 54 billion listener impressions under the OWI allocation plans alone and that a third of this total has been accounted for in the first 29 weeks of this year.

The OWI figure, he said, means that America's population has been covered completely more than 400 times with the various war messages channeled through radio facilities. "Radio has sold this war and its responsibilities," he said, "to 130 million people more than 400 times since April of 1942."

Through its ability to reach every listener at least a few times, he asserted, "radio produced a national consciousness of war which is without parallel in the history of the world".

During 1943, he pointed out, the total contribution of advertisers, stations and networks to campaigns carried on by the Government in furtherance of the war had a value in excess of $202,000,000.

William Fay, vice-president in charge of broadcasting, Stromberg-Carlson Co., Rochester, said radio offers an opportunity to contact the citizen in the home where most accidents happen; on the farm and in industry. He believes industry will use radio more and more to maintain the morale of workers. Mr. Fay cited a radio safety campaign in Rochester that aided the traffic safety drive.

Must Be Entertaining

Other speakers included Dr. Sterling Fisher, assistant public service counselor, NBC; Dr. Forrest Long, National Safety Council, Chicago, and Dan Thompson, chief of Radio section, NSC, Chicago. Mr. Thompson told the group that "station managers are eager to assist and cooperate in presenting the best type of public service program." He added that farm and women's programs offer the best means of conveying messages to the public as they usually have good listening audiences and often have opportunities for guest speakers.

Dr. Fisher stated that there was little in safety radio programming that couldn't be made entertaining and interesting. "And if your program is entertaining," he continued, "you're bound to have a good audience." Dr. Fisher suggested that those interested in doing radio safety programs should contact broadcasters, sponsors and agencies to familiarize themselves with radio technique.

Dr. Long said that most of the public safety radio material to date has been as a whole, very dull and usually ineffective. "Best public service programs are not sustainers but are heard on commercial programs," he said. He gave as an example network and local programs in the recent Bond drive. Radio is willing to cooperate 100% in presenting good public service programs, he asserted.

NEW MPPDA GROUP WORKS WITH RADIO

CLOSER cooperation by the film industry with radio was pledged when Public Information Committee of the Motion Picture Industry met with radio contact men of film studio publicity departments July 25. Will H. Hays, president of Motion Picture Producers & Distributors of America, commended the move.

Now organized as the Radio Subcommittee of the Public Information Committee, the radio group will function on all motion picture industry matters relating to broadcasting. Through the committee of publicity directors, radio group will set up standard practices and policies aimed at clearer understanding and more frequent cooperation between the two entertainment mediums. Besides film studio publicity directors, luncheon meeting was attended by following radio contact men: Les Peterson, MGM; Charles Smith, RKO; Sam Taylor, Warner Bros.; Bill Winter, 20th Century-Fox; Tom Alfred, Columbia; Martin Lewis, Paramount; Gene O'Brien, Universal.

"... a service not measured in dollars and cents."

PAGE TWO

THE BERTHOUD BULLETIN

RAYMOND K. WELCH, EDITOR and LEASEE
FINLEY and GOSNEY, OWNERS

PUBLISHED WEEKLY TELEPHONE 29 $2.00 PER YEAR

Entered at the postoffice in Berthoud, Colorado, for transmission as second-class mail matter

THURSDAY, JUNE 22, 1944

NATIONAL EDITORIAL ASSOCIATION 1944 Active Member

When it comes right down to real appreciation of the service newspapers are rendering to the reading public, KLZ in its Colorado Speaks program each Saturday evening is rendering a service that is not measured in dollars and cents. Their comments are confined entirely to the editorial columns of the press of the state and, not being sponsored by any advertising firm, have no strings attached. For real dissemination of knowledge we consider this program one of the best on the air. For the busy person, who hasn't time or opportunity to read the various newspapers, this affords a chance to hear editorial opinions expressed from different sections of the state.—Ethel Ray, Windsor Poudre Valley.

Editor's Note: Mrs. Ray expresses our opinion perfectly, in the above mentioned editorial and therefore we nod our whole-hearted approval. Perhaps many are regular listeners of this program—if not—Colorado Speaks is broadcast over KLZ every Saturday evening at 6:30 o'clock.

—Victory in '44—

THE PUEBLO INDICATOR

COLORADO SPEAKS — is one of the best news items over the radio put on by KLZ. It refers to short talks by editors of the state and is highly interesting.

THESE ARE ONLY TWO recent items from the Colorado press commending the KLZ program, "Colorado Speaks." Other editors have said: "Colorado Speaks is widely listened to, well worth while"; "Colorado Speaks is one of the most popular programs on the air"; "Keep the program coming on this same high plane, it is doing all of us a lot of good."

EVERY now and then a Colorado newspaper says something nice about KLZ's weekly program, "Colorado Speaks." Reproduced here are only two recent mentions.

"Colorado Speaks" is a half-hour program presenting the editorial opinion of Colorado newspaper editors. The material is gathered by KLZ's news editor who reads 200 state newspapers a week, and is broadcast by a staff of professional radio actors. The program serves to keep the people of this region informed on what their neighbors are thinking and saying; it provides a common ground for editorials of small town and metropolitan newspapers alike; it is the outlet for a healthful exchange of ideas and of the expression of both sides of a story.

Mutual understanding and good will between KLZ and the newspapers of the Denver region have been earnestly nourished over the years through this and other services "not measured in dollars and cents."

Making people its loyal friends—including newspaper editors—has been KLZ's steadfast endeavor. The many, many friends KLZ has gained as a result make it the kind of station over which advertisers can most easily make friends for their products.

KLZ

DENVER

CBS NETWORK — 560 KC.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY

REPRESENTED BY THE KATZ AGENCY

WOW

Omaha, Nebraska

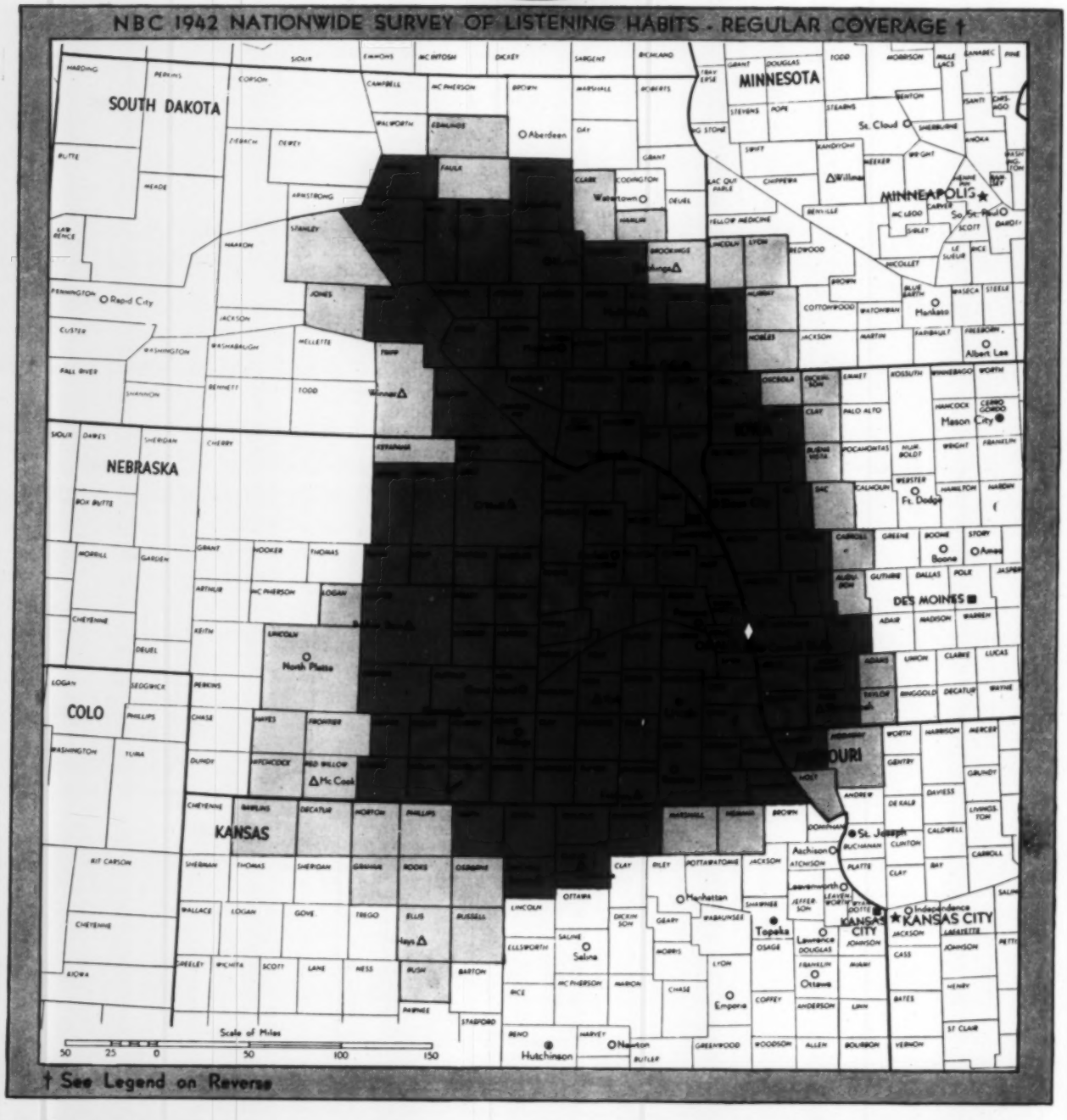
5,000 WATTS 590 KILOCYCLES

TOTAL CIRCULATION
444,215 RADIO FAMILIES

NIGHT

PRIMARY CIRCULATION 403,521 RADIO FAMILIES

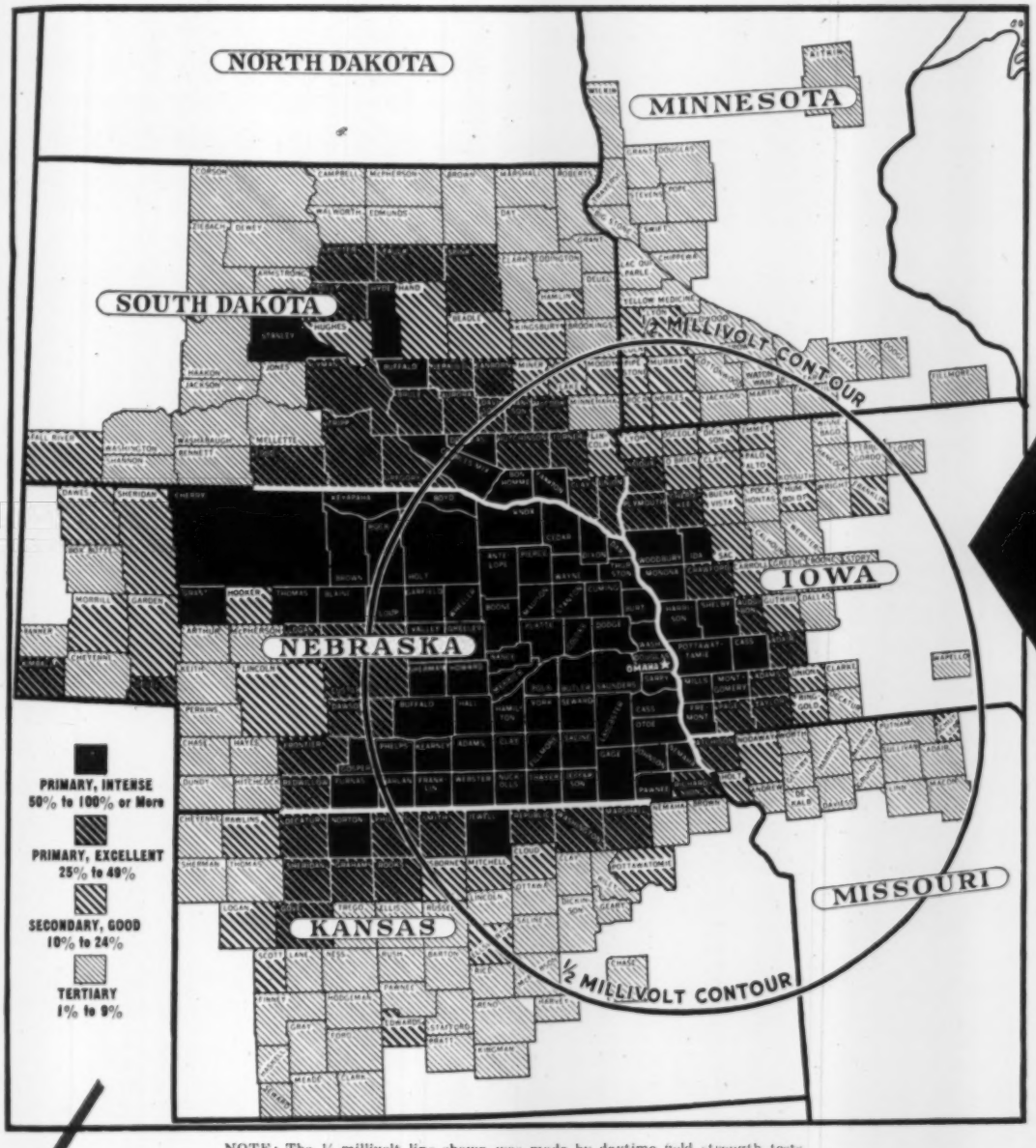
SECONDARY CIRCULATION 40,694 RADIO FAMILIES



★ Over 250,000 ■ 100,000 - 250,000 ● 50,000 - 100,000 ◉ 25,000 - 50,000 ○ 10,000 - 25,000 △ Under 10,000

Copyright, 1943, National Broadcasting Company, Inc.

SEE OPPOSITE PAGE FOR WOW'S OWN *MAIL-MAP*



WOW NIGHT-TIME COVERAGE BASED ON MAIL

NOTE: The ½-millivolt line shown was made by daytime field strength tests.

Check and Double Check!

Here are two WOW coverage maps, one issued by the National Broadcasting Company and based on its 1942 All-County Survey. The other map is based on WOW mail from listeners, according to a formula approved by the membership of the National Association of Broadcasters at its 1943 Convention.

As a time buyer you may favor one coverage formula or the other. Please note that *both* formulas give WOW a remarkably similar coverage area.

This similarity proves that WOW's coverage claims are sound and conservative. Write for copies of maps, complete circulation and market data.

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

New WJR Formula Limits Commercials On Quarter-Hour News to Two Minutes

ENCOURAGED by widespread approval of the WJR ban on middle newscast commercials [BROADCASTING, July 17], effective Sept. 1, WJR Vice-President and General Manager Leo J. Fitzpatrick last week set up a standard format for all WJR day or night quarter-hour newscasts, designating two minutes of advertising as the maximum, with an opening of 45 seconds and a close of 75 seconds.

Two of WJR's local sponsors were reported to have agreed to the middle commercial ban even before receiving notification of it. Blakslee Adv. Agency informed WJR Sales Manager Charles Burke that its client, Auto Owners Insurance Co., Lansing, had taken steps to eliminate middle commercials immediately.

Cunningham Drugs, through Simons-Michelson Co. also told of its willingness to do without the middle commercial.

Mail and telegraph response favoring the banning of the middle commercial was said to be heavy.

Nathan Straus, president of WMCA New York, wrote: "I want to express sincere admiration for your courageous action." Similar sentiment was expressed by C. W. Myers, president of KOIN Portland, Ore. H. V. Kaltenborn, NBC commentator and founder of the Assn. of Radio News Anlysts, said: "Our organization (the association) has expressed itself against the middle commercial. But you are the first to make it a definite matter of policy."

By the end of the week, the consensus seemed to be wholeheartedly in favor of abolishing the middle commercial.

Pal to Pan America

PAL BLADE Co., New York, manufacturers of razor blades, is entering the Latin American radio market for the first time starting in August in Cuba and Puerto Rico with possible expansion to other countries at a later date. One-minute live spot announcements on some six stations in the U. S. Latin American advertising is handled by Irwin Vladimir & Co., New York. Al Paul Lefton Co., New York, handles domestic and Hawaiian advertising.

Harkness on Campaigns

RICHARD HARKNESS, NBC Washington commentator who covered both the Republican and Democratic National Conventions, has been assigned to cover the forthcoming Presidential campaigns, William F. Brooks, the network's director of news and special events, announced last week. He was to report the Missouri primary elections July 31-Aug. 1 from St. Louis, and will cover the Republican governors conference in St. Louis Aug. 2-3.

RESULTS?
OR
RESULTS!

BY TAKING ADVANTAGE OF THE ESTABLISHED AND PROVEN SALES INFLUENCE OF . . . .

KFYR

THAT "QUESTION MARK" (?) WILL BE REPLACED EASILY . . . QUICKLY . . . SATISFACTORILY WITH AN "EXCLAMATION MARK" (!)

LET US PROVE IT TO YOU!

FOR COMPLETE DETAILS . . . ASK ANY JOHN BLAIR MAN

KFYR
NBC AFFILIATE
5000 WATTS
550 KILOCYCLES
BISMARCK, N.D.

SHELL GRID SERIES KEYED FROM WJW

SHELL OIL Co. will sponsor broadcast of the Ohio State football games this fall over WJW Cleveland and six other Ohio stations, according to E. M. Shelton of the oil company. The seven station network, in addition to WJW, includes WKRC Cincinnati, WING Dayton, WCOL Columbus, WLOK Lima, WTOL Toledo and WAKR Akron.

In making the announcement, William O'Neil, president of WJW, said that with the broadcast of the Ohio State U. games, and the exclusive rights to air the Cleveland Rams games, WJW has now completed its plans for the coming football season.

Personnel to handle the Ohio State games are now being selected.

Gunzendorfer Is Named Head of Record Studios

WALTON GUNZENDORFER, former general manager of KSRO Santa Rosa, Cal. has been appointed manager of Associated Recording Studios, newly-formed division of Associated Broadcasters Inc., San Francisco, effective Aug. 1, according to Lincoln Dellar, vice-president and general manager of ABI. Associated Recording Studios, Mr. Dellar said, will confine its activities "to program production, and a complete recording service".

Mr. Gunzendorfer

Prior to his affiliation with KSRO, which he managed for six years, Mr. Gunzendorfer was in production and artist management for Don Lee Broadcasting system in Sa Francisco. While KSRO manager, he was for two years chairman of the Sales managers' division of the NAB.

U. S. Recording Expands

EXPANSION of U. S. Recording Co., Washington, to cover national territory was announced last week by Joseph Tait, manager. Full air check facilities, remote pickups in and around Washington, cutting and dubbing all types of spot announcements and programs and advisory service on all recording problems will be offered stations, agencies and advertisers. U. S. Recording transcribed full Democratic and Republican National Convention proceedings, offering to small independents. Promotion of expansion is by direct mail with extensive advertising campaign planned for future. Agency is Henry Kaufman, Washington.

Pioneer Appoints

PIONEER ICE CREAM Division of Borden Co., New York, has appointed Doherty, Clifford & Shenfield, New York, to handle advertising for Reid's Ice Cream, effective Aug. 25. Account was formerly handled by Pedlar, Ryan & Lusk, New York. Company sponsors *H. V. Kaltenborn Edits the News* on WEAF New York, Monday, Wednesday and Friday, 7:45-8 p.m.

THE ONLY SINGLE MEDIUM *Completely*

COVERING THE INLAND EMPIRE

KHQ

5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

Beans for the Bean Bag, or Beans for your table—they all grow in the Inland Empire. Apples, wheat, lumber, potatoes, cherries, peas, beans and similar crops produced a farm income of over $300,000,000, playing a part in swelling Spokane's bank transactions to $1,256,391,326 for the first eight months of 1942—a 25.6% gain over the previous year. Your sales grow, too, when your message *completely* covers this area at *one-medium* cost—KHQ.

SILLY, AIN'T IT?

Agency men don't think a farmer wears a high silk hat. *Advertisers* know he doesn't hold his cane and gloves in one hand while he "makes hay" with the other!

But some *stations* apparently do. Else they wouldn't dare program as they do. At KMA we don't spin jive records and have night-clubbing announcers "pepper" our loyal farm folks. If we did, our listeners wouldn't send us *twice* as many letters every year as any other station in this area gets. We don't import announcers from the "big city" to read our market reports. Our farm market man must KNOW his livestock and his grain. Our farm editor must KNOW his farming to interpret new requirements, new regulations in the farmer's terms.

Yes, the No. 1 Farm Market is worth all this trouble, for the average Iowa farmer made $7,672 in 1943. He will make 20% more in '44, and will be more prosperous yet in the years ahead. But to reach this No. 1 Farm Market—to sell in it—do it right. Use a FARM STATION. Use the No. 1 Farm Station, KMA.

Check your copy of our "Complete Mail Study." Then check with your nearest Free & Peters office for your availabilities—NOW!

KMA

BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

OWI PACKET, WEEK AUG. 21

Check the list below to find the war message announcements you will broadcast during the week beginning Aug. 21. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Don't Travel	X	...	...	...	...	...	...
War Bonds	X	...	...	...	...	...	...
Crop Corps	X	...	...	...	...	...	...
Nutrition	...	X	X	X	X	...	...
Merchant Marine Recruiting	...	X	X	X	X	...	...
Careless Talk	...	...	X	...	X	X	...
Prepare for Winter	...	...	...	...	...	X	...
Join a Car Pool	...	...	...	...	...	...	X

See OWI Schedule of War Messages 122 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

'Companion' Poll Shows Women Want War News

AMERICAN WOMEN want more war news, "straight from the shoulder, not sugar coated" according to the monthly "Companion Poll" appearing in the August issue of the *Woman's Home Companion*. Out of a select group of 2000 "Reader Reporters", 55% did not think they were getting all the war news they should and 89% felt that all bad news should be released if it didn't give information to the enemy, the survey showed.

Poll showed strong disapproval of release of Japanese atrocities just prior to the 4th War Loan Drive, many feeling that it was a propaganda stunt, according t the magazine. Some 77% approved of the prompt release of the high losses of life at Tarawa. Strongly disapproved was the handling of the release of news on the shooting of our own men and planes in Sicily and the General Patton face-slapping incident. Most of the women approved of the handling of African campaign news.

Spot Radio Is Planned By O'Sullivan Rubber

OVER a quarter of O'Sullivan Rubber Co.'s 1945 advertising budget of approximately $400,000 will be spent in spot radio. Transportation and newspaper advertising also will be used. Reason for the switch to spot radio was given as inability to secure better network time than 6:45-7 p.m. Saturday on the Blue for Leon Henderson, sponsored by O'Sullivan with Milton Cross, announcer.

The sponsors expressed pleasure at the job Mr. Henderson had been doing and were well satisfied with his high rating, it was learned. Decision to drop out of network radio is for the time being only. Mr. Henderson's current 52-week contract expires Aug. 5. Agency is Advertising & Sales Council, Ranson, W. Va.

Using Full Blue

GUM LABS., Clifton Heights, Pa. (Ivoryne chewing gum), sponsor of the quarter-hour Saturday program *Hello Sweetheart* on 123 Blue network stations, will use the full 194 station Blue network, effective Sept. 16. McJunkin Adv. Co., Chicago, services the Gum Labs. account.

Prize Winners

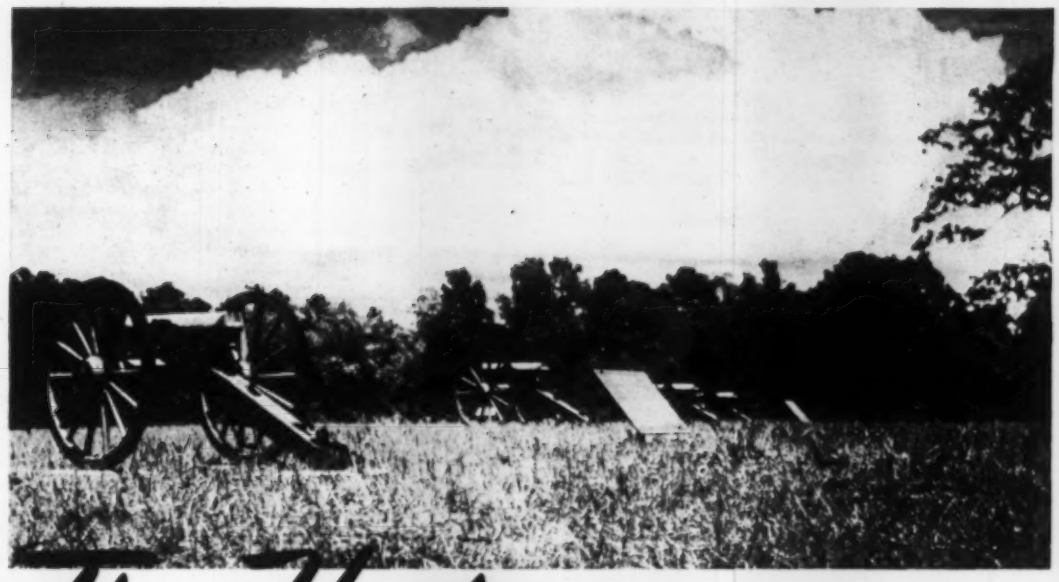
THROUGH letters sent to the station, KDKA Pittsburgh took 4 of the 29 prizes offered for the best letters on the subject: "What I am Doing in My Home to Strengthen the Promise of a Happier Postwar World," by *Parents Magazine*, in cooperation with the Assn. of Women Directors. *Parents Magazine* tripled the prize money to permit two first prizes and two second prizes. WMT Cedar Rapids was second, with three of Libby Vaughn's entries receiving $5.00. Broadcasters with two winners among their entries were: Beatrice Waxman of WCHS Portland, Me., Norma Lane, WSPD Toledo, and Marvel Campbell, WAIR Winston-Salem. Two New York stations, WJZ and WQXR, contributed one prize winner each. Other one-prize stations were WTCN St. Paul, KCMO Kansas City and WDGY Minneapolis.

Show Went On

JUST before the WSM-NBC *Grand Ole Opry* was to go on the air in Nashville a fortnight ago, Whitey Ford, m.c. who also does the character "The Duke of Paducah", received a telegram that his father was dying at Texarkana, Texas. Whitey said nothing, did the show, then told the cast. He caught a night train for Texarkana, arriving at the bedside of his 73-year-old father just before he died.

5000 WATTS • DAY AND NIGHT
WJW
850
The Blue horizon in Northeastern Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND

Represented Nationally by HEADLEY-REED CO.



The Historic battle grounds of Chattanooga

Chattanooga, scenic center of the South, is also the locale of great and hallowed ground in the history of this country's development.

For, in and around Chattanooga were fought some of the most decisive battles of the Civil War . . . the Battle of Lookout Mountain, the Battle of Missionary Ridge, the Battle of Chattanooga, and finally, the Battle of Chickamauga itself. In this battle alone approximately 130,000 men took part.

The Battle of Missionary Ridge resulted in the beginning of Sherman's march to the sea.

And in this war, Fort Oglethorpe, the largest WAC training center in the nation, is carrying on a military tradition which Chattanooga has known since its very beginnings.

THE AUTHENTIC PICTURE OF CHATTANOOGA'S RADIO STATIONS

C. E. HOOPER, INC.
MIDWINTER 1944
STATION LISTENING INDEX, CHATTANOOGA, TENN.

	WDOD	"B"	"C"	Others
MORNING INDEX (8 TO 12 P.M.)	48.2	24.1	26.6	1.1
AFTERNOON INDEX (12 TO 6 P.M.)	45.9	25.1	27.7	1.3
EVENING INDEX (6 TO 10:30 P.M.)	43.2	35.5	19.3	2.0

WDOD

WHERE NATURE AND INDUSTRY JOIN HANDS

CBS
FOR CHATTANOOGA
5,000 WATTS DAY AND NIGHT

National Representatives
PAUL H. RAYMER CO.

Machugh Is Named Sirica's Assistant

Veteran Government Counsel Joins House Probe of FCC

APPOINTMENT of Joseph V. Machugh, Washington attorney, World War I veteran and Government counsel-investigator, as attorney-investigator of the House Select Committee to Investigate the FCC was announced last week by John J. Sirica, general counsel.

Since his graduation in 1924 from Georgetown Law School, Mr. Machugh has been identified with various Government agencies and Congressional investigations, the latest being the Senate Judiciary Committee inquiry into the Montgomery Ward & Co. case. Mr. Machugh organized the facts for that Committee of which Sen. Pat McCarran (D-Nev.) is chairman.

Mr. Machugh joined the Shipping Board, now the Maritime Commission, as junior attorney in 1924 and a year later went to the Dept. of Justice as attorney in the anti-trust division, serving more than six years in that post. For the next year he worked on the now-famous telephone investigation and the succeeding three years was counsel for the Consumers Council of the Coal Commission. In 1940 he became counsel-investigator for the Senate Special Committee to Investigate Campaign Expenditures, headed by Sen. Guy M. Gillette (D-Ia.). Later he served Sen. Burton's Oil Shortage Committee and then became attorney for the Independent Petroleum Assn. of America.

On Nov. 23, 1942, Mr. Machugh, just a month under 43, was drafted as a private and spent six months at Ft. Belvoir before being discharged as over age. In the First World War Mr. Machugh enlisted and at 18 was commissioned a second lieutenant after graduating from Officers' Candidate School.

Following his discharge in May 1943 Mr. Machugh became special counsel for the Small War Plants Corp. and from there went to the Montgomery Ward Senate Probe. He is single and has lived in Washington since 1917, except for his Army service. He entered Catholic U. in 1917 as an engineering student and following his retirement from the Army after the First World War, he completed his engineering studies before entering Georgetown Law School.

Japanese Employes of FCC, OSS, Grilled By House Committee in Surprise Move

IN A SURPRISE move last Tuesday the House Select Committee to Investigate the FCC held a public hearing into the activities of two former Japanese internees, one now employed by the Foreign Broadcast Intelligence Service of the Commission and the other by the Eastern Research Institute, a branch of the Office of Strategic Services.

John J. Sirica, Committee general counsel who previously had taken no active part in hearings, conducted the investigation, which opened at 3 p.m. shortly after Committee investigators, armed wih subpenas *duces tecum*, visited FCC and ERI headquarters and seized papers from the desks of both men. They also visited an apartment shared by the two and took other papers into possession.

Fred Nitta, who testified he was born in Japan in 1903 and came to America in 1918, told the Committee he was interned at the Poston, Ariz., Relocation Center from 1942 until Feb. 29 this year, when he came to Washington to join the ERI. He admitted having digests of Japanese propaganda shortwave broadcasts, as compiled by the FBIS and labeled "restricted, for Government use only". He told the Committee he borrowed the digests from John Kitasako, FBIS employe and his roommate, because he wanted to study them and because his work was similar to that of Kitasako's.

Mr. Sirica read from four issues of the *Hart Mountain Sentinel*, publication for the Hart Mountain, Wyo., Relocation Center, columns written by Kitasako deploring the treatment which he said was accorded Negroes in Washington and the South and urging race equality. "That kind of writing stamps this man as an agitator, a creator of disunity, doesn't it?" demanded the Committee general counsel. Nitta had no comment.

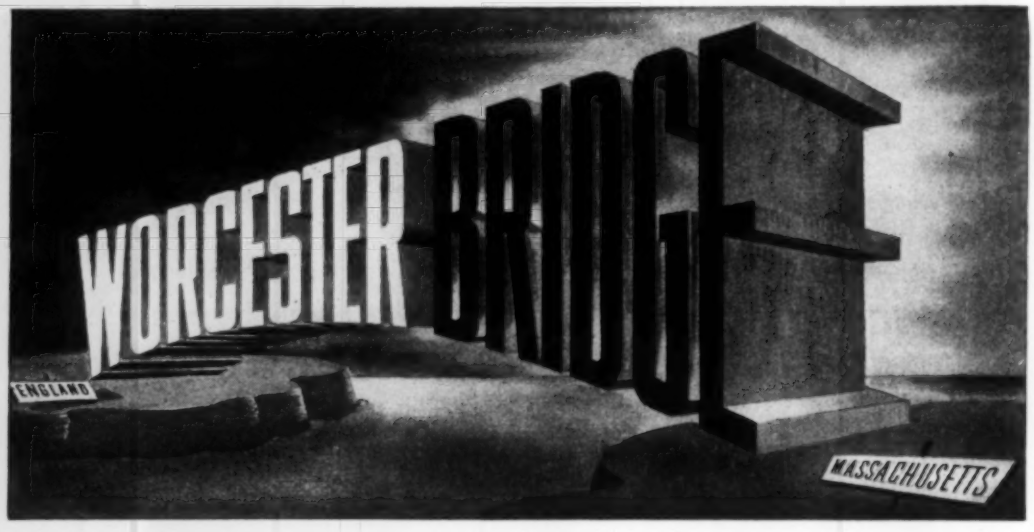
On the stand Kitasako testified he wrote the articles to show that the Japanese have a "more favorable future" in America than Negroes. He said he was born in this country and was interned at the Hart Mountain camp until last March, when he was released to join the FBIS. He is employed in the editorial section, reports division, FBIS, which compiles digests of enemy propaganda broadcasts.

Charles R. Denny Jr., FCC general counsel, told the Committee that Kitasako had been checked by Civil Service Commission before he was employed, that he didn't question the loyalty of either man and that employes of FBIS were urged to take copies of the restricted digests home to study.

"Do you intend to keep this man on from today in view of the testimony?", demanded Mr. Sirica. Mr. Denny replied that he was in the FCC law department and that Kitasako was employed by the FBIS.

After the meeting Chairman Lea (D-Cal.), only Committee member attending, pressed for a statement as to whether the investigation would fold should Commission Chairman James Lawrence Fly resign [BROADCASTING, July 24], said:

"The investigation will be completed. We hope to finish it this session." He adjourned hearings to reconvene "at the call of the chair".



"Worcester, England calling WTAG Worcester, Mass." "London calling WTAG listeners." These are established features received direct on WTAG's own short wave equipment. They frequently include many noted personalities such as Mr. Churchill and Sir Anthony Eden, and other outstanding wartime events.

Here at home WTAG's Mobile Transmitter Unit *covers* news and *makes* news. A creative force of Producers, Musical Directors, Home Economists, Staff Writers, News Editors, and a Publicity Department function the clock around. There's every evidence that this is a Big Station inside of a Big Market.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

YOU MAY BE ABLE TO "CAST" 422 FEET*—

BUT—YOU CAN'T BROADCAST INTO WESTERN MICHIGAN FROM CHICAGO OR DETROIT!

WKZO has the AUDIENCE in Western Michigan—an audience greater than that of all other stations COMBINED! The latest Hooper Special Report (made in the Autumn of 1943) proved WKZO's outstanding dominance not only in its primary market, but also in outlying communities of Western Michigan. Cities and towns covered in this coincidental area study were, specifically, Kalamazoo, Allegan, Byron Center, Dorr, Martin, Moline, Otsego, Plainwell and Wayland.

Here are the Monday evening figures, 7 P.M. to 10 P.M.:

WKZO	65.4%
STATION B	13.0%
SIX OTHERS	21.1%
MISC.	0.5%

Pardon the pun—but it really *isn't* possible to throw a "plug" into Western Michigan, from ANY outside station, with ANY hope of adequate or consistent performance.

The reason is an actual physical barrier in the matter of geographical location, which gives Western Michigan an almost impenetrable fading condition. Distant stations simply can't put a dependable signal into the area. *But WKZO can and does.*

WKZO is Western Michigan's *favorite* station. Read the caption at the left—then ask us or Free & Peters for the complete Report.

* Wm. J. Lovely of St. Louis did it at Chicago in Sept., 1943!

WKZO

5000 Watts
590 KC
CBS

Strongest selling force in Western Michigan
Owned and Operated by Fetzer Broadcasting Company
KALAMAZOO and GRAND RAPIDS

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Memphis is the world's largest cotton market, with the valuation of cotton and cottonseed grown and sold in the Memphis area totaling two-thirds of a billion dollars!

WMC, the station most people listen to most in the Memphis area, is the outstanding selling medium of this 12th largest trade area in America.

WMC ★ 5000 WATTS DAY & NIGHT ★ NBC NETWORK

MEMPHIS, TENN.

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

OWNED AND OPERATED BY THE COMMERCIAL APPEAL

MEMBER OF SOUTH CENTRAL QUALITY NETWORK / WMC-Memphis WJDX-Jackson, Miss. KARK-Little Rock WSMB-New Orleans KWKH-KTBS-Shreveport

MISS TRUMAN'S RADIO DREAMS

Daughter of Vice-Presidential Candidate Often Heard on Air in Nation's Capital

RADIO career is one of the dreams of Mary Margaret Truman, 20, daughter of the Democratic vice-presidential nominee.

Miss Truman

For seven or eight years she has sung frequently on two programs in the Nation's Capital —the former Blue network *Congressional Children* and the *National Children's Frolic*, on WMAL Washington, Blue key.

According to "Uncle Bud" Ward, m.c. of both programs, Miss Truman has a concert type of soprano voice though she prefers to sing ballads and selections from light opera. She last appeared on the *Frolic* several weeks ago.

Besides her singing, Miss Truman is interested in the production end of radio. She has taken an active part in the *Frolic* for many years, and her father has spoken several times on the program.

Both Mr. and Mrs. Ward have taken an interest in her vocal development, and they describe her as a capable singer who is at ease before the mike. Her singing is sweet and unaffected, traits that characterize all her activity. She is a student at George Washington U.

The day after her father was nominated for the Vice-Presidency Miss Truman phoned the Wards from the Midwest at the conclusion of their Saturday afternoon *Frolic* on WMAL.

M. M. JANSKY JOINS LOUCKS, SCHARFELD

MAURICE M. JANSKY last week left Government service to become associated with the Washington radio law firm of Loucks & Scharfeld.

Mr. Jansky

Since 1942 he had been senior attorney, U. S. Bureau of Reclamation, where he specialized in matters relating to the Bureau's activities in electrical power.

A brother of C. M. Jansky Jr., head of the consulting engineering firm of Jansky & Bailey, Washington, Mr. Jansky will specialize in communications law and power matters. He is a native of Madison, Wis., where he was born in 1913, and holds a B.S. in electrical engineering at the U. of Wisconsin, 1935, as well as an LL.B. from Wisconsin's law school in 1937. Mr. Jansky was associated with the Washington radio law firm of Dow & Lohnes from 1937 until 1939. From 1939 until 1942 he was with the Washington law firm of Davis, Richberg, Beebe, Busick & Richardson.

Philip G. Loucks, former NAB managing director, is senior member of Loucks & Scharfeld. Capt. Arthur W. Scharfeld is on active duty in the European theatre with AMG.

McGee Resigns

CHARLIE H. McGEE, Sr., of the domestic and foreign branch of the Radio & Radar Division of WPB is resigning Aug. 1 to return to private business as a manufacturers representative, in Washington acting as adviser and expediter. Mr. McGee, who was chief of the branch's orders and appeals section, entered Government service in November, 1941 in the contract and distribution branch of the Office of Production Management, forerunner of WPB. Before his Government service, Mr. McGee was connected with several national organizations, including General Motors, working on production and organizational problems. For a number of years he was secretary-treasurer of Hurtz Engineering Corp. Mr. McGee's new offices will be in the Carry Bldg., 927 15th Street, N. W., Washington.

Mr. McGee

Spots for Teel

TEEL, a liquid dentifrice, product of Procter & Gamble Co., Cincinnati is now promoted on some 40 stations throughout the country with one-minute transcribed spot and 15-second chain break announcements at varying intervals. Drive started last April. Agency is Biow Co., New York.

ZENITH RADIO Corp. has received the Army-Navy Production Award for the third time for outstanding achievement in producing materials essential to the war effort. A third white star has been added to the Award Flag.

WESTERN Electric Co. has leased the Lane Bryant Bldg., 529 W. 42d St., New York, to increase its facilities for the manufacture of electronic equipment for the Armed Forces.

what makes a . . .

EXCLUSIVE

SUPER-SLEUTH of the canine clan, the Bloodhound is EXCLUSIVE because of his unfailing scent . . . and because of his silent efficiency on the trail, his nobility, good nature and intelligence. Deep tan, strong and muscular of limb, this "hawkshaw hound" stands 28 inches at the shoulder and is soundless on the scent, unlike other hounds that are gifted with deep voices.

K-O-Z-Y . . . FM PIONEER in the Kansas City Area . . . is EXCLUSIVE because of its prewar leadership in the field of FM promotion, its uninterrupted wartime proving of FM SUPER-SERVICE and its preparedness, thereby, for immediate postwar coverage for your message. Add KOZY's Rate Card 3 to your current program projections and stay on the trail of a first-class future FM audience.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station

PORTER BUILDING • KANSAS CITY, MISSOURI

KOZY

FM Pioneer in the Kansas City Area

GENERAL appeal of a new women's program, *Visit With Nancy*, heard Monday through Friday 1-1:30 p.m. on WRC Washington, and presented by Nancy Osgood, is promoted through five window displays in the WRC foyer. Art technique used borrows the freedom and color of Disney and adds depth and realism with the use of cutouts. Captions on three of the five windows are: "For All That's New, Visit With Nancy," "Meet Famous People" and "Meet Little People Behind the News."

* * *

KFBI Map

DONE in blue and white, the latest KFBI Wichita, Kan. promotion piece gives statistics on the buying habits of the tri-state area (Nebraska, Kansas and Oklahoma) covered by the station. Mail map of the area is done in blue, grey and black.

Merchandising & Promotion

Windows—News Schedule—Fact Folder
Bullseye—Brochure—Poems

News Schedule

TO REACH the scores of vacationists who journey every summer to the Land of Ten Thousand Lakes, WCCO Minneapolis-St. Paul has mailed complete schedules of news broadcasts to more than 1900 summer resorts in Minnesota. Through the cooperation of the Minnesota State Tourist Bureau, the WCCO schedule, printed on simulated birch bark, was made available for posting in all main lodges and guest cabins of Minnesota resorts. Normally, two million vacationists spend $150,000,000 annually at the resorts.

Fact Folder

TWO COLOR 3¾ x 5 inch "Fact Folio No. 1" is being mailed by WWNC Asheville, N. C. to tie-in with station's current trade paper advertising. Folder shows totals for network, national and local active contracts.

* * *

WOC Data

DATA on listening and figures from the Hooper Station Listening Index are included in a promotion piece being sent by WOC Davenport, Ia. to agencies and advertisers. Piece is titled "Tops and Still Going Up."

Bullseye

ARCHERY theme is used in the latest promotion piece of KCKN Kansas City, to direct attention to station's use as commercial outlet. Inscription is: "For Bullseye sales results shoot straight to your market." Unfolded, the piece discloses large target with station's call letters in the bullseye. Message concerns KCKN's coverage of Kansas City trading area.

* * *

Sears Ad

SEARS, ROEBUCK & Co., Chicago (mail order), features a full page ad on the company's *Everett Mitchell's Town and Farm*, heard over WMAQ Chicago six-weekly at 6:15 a.m. (CWT), in its fall catalog to be distributed to 7,500,000 customers. This is believed to be the first time the mail order concern has used its catalog for radio advertisement.

* * *

Guest Conductors

COOKS' TOUR is descriptive of the KSTP St. Paul *Household Forum* format while Bee Baxter, conductor of the program, takes her vacation, according to a promotion folder issued by the station introducing five well-known home economists who will be guest conductors of the show, one each day of the week.

* * *

Hallicrafters Brochure

HALLICRAFTERS Co., Chicago (radio and electronic equipment), has issued a 32 page promotion brochure titled "More Than 68,000,000 Peonle Are Being Told About Hallicrafters Radio." Done in full colors on heavy stock paper, folder displays color ads and newspaper promotion on Hallicrafters since the beginning of the war.

* * *

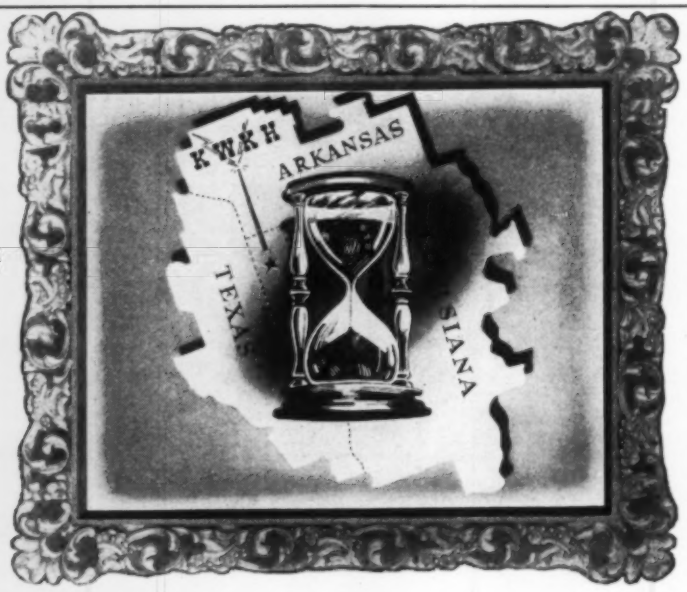
Yankee Folder

YANKEE Network's latest promotion piece "He Fights For You, Mr. Grocer", features Fulton Lewis jr., Mutual commentator, who is sponsored by Victor coffee on WNAC Boston, WAAB Worcester, and WLLH Lowell, Mass. Promotion piece is in orange, black and white.

* * *

Texas Co. Book

TEXAS Co. is distributing "Rime Doesn't Pay," a second volume of the poems of Falstaff Openshaw as read by this "Allen's Alley" character on the *Texaco Star Theatre* programs on CBS during the last season.



PORTRAIT OF AN

Enduring MARKET

• Picture an area rich in resources—one-fifth of the nation's oil, the second largest known supply of natural gas, minerals, timber—plus such major industries as cotton, livestock, and varied manufacturing. This is KWKH-land. Here production is now stepped-up to meet heavy wartime requirements but in years past, and for years to come, it is looked upon as an enduring market.

Let us give you more information about KWKH-land—that resource-rich area of East Texas-South Arkansas-North Louisiana. A Shreveport Times station, KWKH is represented nationally by the Branham Company.

KWKH

50,000 WATTS

A Shreveport Times Station CBS Represented by the Branham Co.

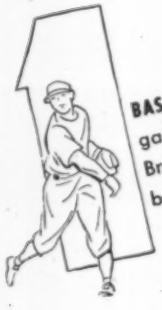
THE *SELLING* POWER IN THE *BUYING* MARKET

NBC
Station For
WINSTON-SALEM
GREENSBORO
& HIGH POINT
★
5000 WATTS
600 KC.
WSJS
Representatives
HEADLEY - REED CO.

A QUESTION EVERY RADIO TIME BUYER MUST ANSWER

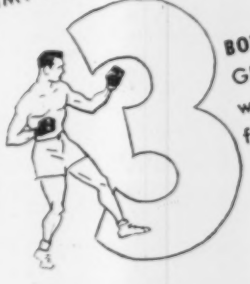
"What Station Carries the Sports in Greater St. Louis?"

If you were asked this question, what would your answer be? Keep this answer in mind—then glance over the following facts about current coverage of important sports events in and around St. Louis.



BASEBALL—All the night home games of the Cardinals and the Browns are carried exclusively by WTMV in Greater St. Louis.

FOOTBALL—The only complete schedule of football game originations in the area was broadcast over WTMV last fall.



BOXING—The St. Louis Golden Gloves Championship fights were broadcast exclusively from the ringside by WTMV.

HORSE RACING—No other station—and no newspaper—in this market gives complete results from all tracks but WTMV.

BASKETBALL—The only complete schedule of games in this area during the past season was originated by WTMV.

TENNIS—The National Tennis Matches to be held at Forest Hills, L. I. will be broadcast exclusively over WTMV in Greater St. Louis.

Frankly, on this evidence, don't you think that "the Sports Station of Greater St. Louis" is WTMV?

This dominance in sports is one of the many reasons for the husky response that WTMV draws from the aggressive, prosperous, wage-earners in the Greater St. Louis Market.

WTMV
EAST ST. LOUIS, ILL.
1490 kilocycles 250 watts full time

Represented by
SEARS AND AYER
New York • Chicago • Kansas City

Send for interesting booklet "HOME FOLKS"

BALTIMORE: A L
MANUFACTURE OF

WHATEVER THE WELL-DRESSED MAN WILL WEAR . . . .

there's a good chance that it comes from Baltimore. For Baltimore is an outstanding leader in the various branches of men's apparel manufacturing. L. Greif & Bro., America's largest clothing maker is a Baltimore concern—so are such well known houses as Schoeneman, Schloss Brothers, Lebow and others. Baltimore makes more straw hats than any place in the world; its hat industry is headed by Men's Hats, Inc. Nationally known Marlboro Shirts, B V D underwear and pajamas, and Smoothie ties are only a few of the many famous Baltimore-made products in this field.

LEADER IN THE OF MEN'S APPAREL

The Baltimore men's apparel industries grow greater year by year --making more products, employing more workers, contributing more to the city's spending power. But clothing is just one industry of over 100 different classifications that contribute to Baltimore's great industrial diversification a--healthy diversification that insures steady progress.

Baltimore is the fastest growing big city in the East. For more than 25 years the trend of growth in industrial output, in wage earners and in payrolls has outstripped other eastern seaboard industrial centers.

Consider your advertising in investment terms--and invest your advertising dollars in this market. Its Number One advertising medium is WBAL.

WBAL *means business in Baltimore*

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

BASIC NBC NETWORK

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.

Editorial

WAC War

REGARDLESS of what excuses have been given for leaving radio out of the current advertising campaign for WAC recruiting, one conclusion is indisputable: radio *was* left out. It was no oversight.

Representations had been made both from within and without the War. Dept. as to what might be expected if radio were excluded. OWI stated the position of stations in unmistakable terms: That radio preferred to contribute time to the campaign but if paid advertising were to be used radio wanted its share.

Radio is not mourning the loss of whatever revenue it might have received in the initial phase of the WAC campaign. Far from it. It is glad. It is glad because at long last, thanks to the courageous action of the OWI Domestic Radio Bureau in pulling its WAC allocations, radio has let it be known in a way that cannot be misunderstood that its generosity will not be abused.

No other medium—and we can say this without reservation—has given so magnanimously and so effectively in behalf of the war. No other medium has joined with our Government in a plan in which its facilities are regularly allocated every day of the year for war messages. No other medium can be relied upon to reach so many people in so short a time whenever Uncle Sam beckons.

To those who are responsible for leaving radio out of the initial outlay of the $5,000,000 WAC advertising windfall, despite all such talk about summer listening ratings, network and station policies, we make this flat accusation: radio was left out because it was expected to contribute anyway. So why pay for it? That's been the traditional attitude whenever there has been money to spend for war campaigns.

We do not wish to imply that the exclusion of radio was deliberate. But we do contend that the willingness shown by advertisers, networks and stations to contribute their facilities for war campaigns has resulted in failure to appreciate that radio lives on advertising. Can anyone imagine asking the press to contribute free space for Government messages which are being paid for on radio?

For the edification of the War Dept. a quick calculation is timely. In omitting radio from its WAC advertising it brought upon itself one week's loss of OWI allocations to network programs and another week of station announcements worth, in time and talent, approximately $380,000.

Who is going to pay for that?

Radio has never asked for Government money for advertising. It has consistently opposed advertising subsidies for press or radio. But it rebels against discrimination of the kind manifest in the handling of the WAC account.

What Price Prices?

WONDERS never cease. The FCC, after approving some three dozen station transfers in recent weeks involving in excess of 10 million dollars, out of a clear sky asks the Senate and House Committees charged with radio for policy guidance.

Actually, the FCC seeks Congressional direction "after the fact". It already has sanctioned the most controversial of the transactions, inflated prices and all. Moreover, it was the FCC's duopoly regulation, banning multiple ownership of stations in the same or overlapping areas, invoked during wartime, that really provoked the brisk activity in station sales and skyrocketed prices.

Agitation over prices isn't new. Years ago the Commission decided against a "bare-bones" policy on the ground that it was without Congressional authority to do anything about it. We think the Commission properly interpreted the law. It has approved transactions, irrespective of price, and will continue to approve them unless there is a specific Congressional order to the contrary.

If the proposed purchaser meets the requirements as to character, integrity and financial responsibility, the Commission is left with no recourse but to grant. Should the new owner fail to meet minimum requirements, the Commission always has recourse to renewal or revocation proceedings.

It is our guess that the request for legislative guidance is designed to head off inquiries from Congress about station transactions. Rep. Wigglesworth (R-Mass.), a member of both the Select Committee to Investigate the FCC and the Independent Offices Appropriations Subcommittee, for years has asked the FCC to supply detailed data on station transtransfers and has fulminated against purported "trafficking" in station licenses.

It's refreshing to have the FCC, hat in hand, now ask Congress for advice on station transfers when prices appear "inordinately high". For years, or in any event for the last five, the Commission has gone blithely on its way deciding important questions of policy involving ownership, programs, business and other practices without once seeking Congressional direction. In fact, it has opposed moves toward legislation which would define its authority.

Now that the Commission has broken the ice, we respectfully suggest that it elicit from Congress its judgment and guidance on such matters as newspaper ownership and operation of stations; dual ownership of standard, FM and television stations by the same licensees before heavy investments are made; extent of its authority over business operations of stations and networks; what, if any, control it may exercise over programs; whether it can collect annually statistics on radio business without specific authorization, and a host of other controversial questions on which Congress, as the creator of the FCC, should express itself.

On second thought, since the FCC feels on the matter of station transfers that the law is not clear, and since questions have been raised as to the Congressional intent on other even more fundamental points, we think it behooves the Commission to seek a full-scale set of interpretations of the Communications Act of 1934.

The easier way would be to write a new radio law. But the FCC opposes that.

Our Respects To —

HENRY RUTHERFORD TURNBULL

IN 1942 when Thomas E. Dewey was running for Governor of New York, he made 18 radio campaign addresses. Seventeen of his broadcasts ended on the nose; one ran over by 18 seconds. Gov. Dewey will adhere to the same sort of timing in his radio talks during the 1944 Presidential race, according to Henry Rutherford Turnbull, who directed the Dewey gubernatorial radio campaign and who, at the Governor's request, has taken leave until Nov. 8 from his regular position as chairman of the plan board of Duane Jones Co. to serve as radio director of the Republican National Committee.

"No broadcaster scheduling a Dewey address on his station need fear that the Governor will run over his allotted time," Mr. Turnbull declared, "and the same applies to Gov. Bricker. We appreciate the problems of the broadcaster. We realize that in many cases he is cancelling a regularly scheduled commercial program to carry a campaign broadcast, so the latter means no extra profit to him. We also know that when a popular radio show is replaced with a political broadcast the change will not meet with 100% audience approval.

"Therefore, we consider it a duty to do all we can to make the broadcaster's job of cooperating with us as painless as possible. We shall not ask networks or stations to clear 30 minutes and then put on a speaker who will talk for 45 minutes. We shall not ask for the same time period two weeks in succession from any sponsor or station. We shall, whenever possible, make use of sustaining time instead of asking for clearance of time already sold to a commercial sponsor."

Mr. Turnbull's statement comes naturally from a key executive of an advertising agency which has majored in radio, so to speak, with about two-thirds of its total billings going into this medium. It is also natural that he intends to apply to his current task of producing votes for Republican candidates at the ballot box the same radio techniques that have successfully produced sales of advertised merchandise over the counter.

Although Mr. Turnbull won't know his campaign advertising budget for a fortnight hence, he asserted that radio expenditures would comprise the "biggest single item" of the appropriation.

Henry Turnbull was just about old enough to cast his own first vote when he entered

(*Continued on page 36*)

"The excellent variety with its emphasis on good music makes every moment of listening time a real pleasure."

"There is no doubt that FM is the ultra in reception. When I am at home it is the only station to which I listen. The interference is nil and the tone and quality are superb in every sense. Clear as a bell does not fully describe it."

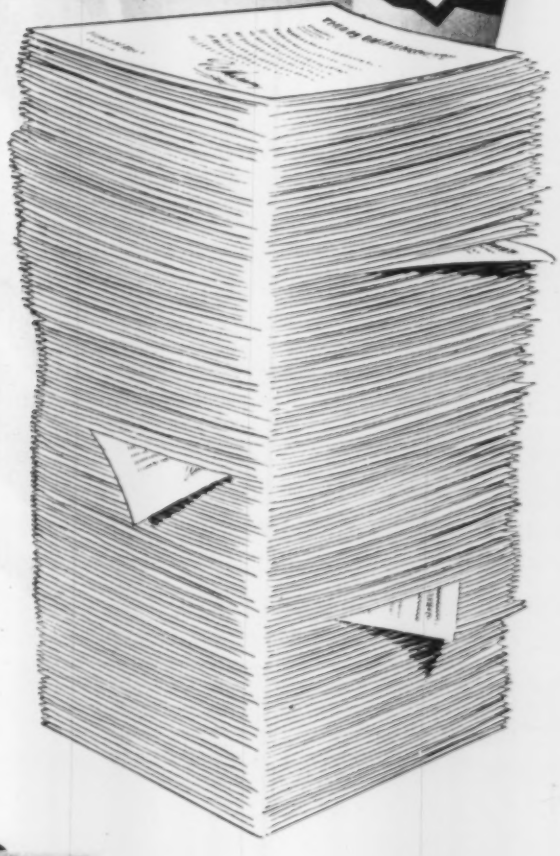
"I thought it would be interesting for you to know that ever since we became the owners of a good Frequency Modulation radio receiving set, our family's preference for radio music has changed to the extent that WMFM is tuned in practically all the time."

"For the past two years I have been a regular listener to the programs coming from Station WMFM. One never seems to tire of listening to the music coming from this station. The tonal quality is so real and so true that one can easily imagine the performers to be in the same room with you."

"Previous to our purchasing an FM Radio, we were not radio fans, but with FM our radio is turned on constantly."

"Our hopes have been realized, and we wish to tell the world that frequency modulation is beyond comparison the finest radio music reception to be heard."

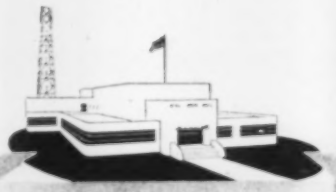
Will Your Milwaukee Radio Programs Receive **PRAISE** Like This?



Milwaukeeans are enthusiastic about WMFM, and they don't hesitate to say so. The WMFM filing drawer marked "praise" is heaped high with documentary proof that WMFM delivers the perfect combination of better programming plus better reception, through the miracle of FM.

Put this enthusiasm to work for you. Include WMFM in your fall schedule. One of the outstanding WMFM sustaining programs may be exactly what you want. If not, we will gladly place our years of experience as FM pioneers at your disposal to help develop a new, sound program.

Don't wait. Act now. Write, wire or phone.



WMFM

THE MILWAUKEE JOURNAL FM STATION

first

in

POPULAR APPEAL

AND

PRESTIGE

Biggest audiences offer biggest sales opportunities . . . and WRC's prestige in the *minds* of listeners provides an extra sales push.

and its been True for 21 years . . . continuously!

WRC

REPRESENTED BY NBC SPOT SALES

Washington

Our Respects to

(Continued from page 34)

advertising as a cub copywriter for Joseph Katz Co., in his native Baltimore. Born Aug. 19, 1905, he had been educated at St. Paul's School, Baltimore, Baltimore City College ("really a high school despite its name," said Henry) and Johns Hopkins, which awarded him an AB degree in 1926.

Journalism beckoned and for a brief period Henry chased news for the *Baltimore Sun*. "A reporter's life looked glamorous to a youngster," he explains his switch in careers, 'but advertising seemed to offer the same glamor—plus more money." And so another advertising man got his start.

Three years with Katz, a couple more with Van Sant, Dugdale & Co. and young Turnbull was ready to tackle advertising's major market, New York. Starting with Paris & Peart as account executive on A & P coffee, in 1937 he joined Blackett-Sample-Hummert and began his association with Duane Jones, moving with him some three years later to Maxon Inc. and subsequently assisting in the formation of Duane Jones Co.

As account executive on such radio-active accounts as Bab-O, Grocery Store Products, Tetley Tea and the like, Mr. Turnbull became more than moderately familiar with rehearsals, stop watches, control rooms and other studio phenomena. A term ("of hard labor," he says) as time-buyer for Maxon and Jones made him master at rate card mathematics and the knack of obtaining the most listeners per dollar.

These proficiencies are as valuable in political as in commercial radio. Mr. Turnbull proved that in 1942, when he combined stations of two networks into a statewide hookup that insured complete coverage of New York for major speeches by Mr. Dewey. That campaign, and the equally successful 1943 campaign of Joe R. Hanley for lieutenant governor, with Mr. Turnbull again at the radio controls, provided valuable experience for the present nationwide political battle.

Spot radio played an important part in the New York campaigns and also will be extensively used this year, Mr. Turnbull says, adding that much of the spot time will be purchased locally by the state, county and city Republican Committees. The national radio staff is now preparing a radio handbook for the guidance of these committees in buying time and preparing radio material.

Recalling with professional pride a number of 'firsts" in the use of premium offers in radio advertising—concocted during the last 7½ years as right-hand man of Duane Jones, Mr. Turnbull said that in a sense the same objective lying behind this method of salesmanship—the intent to "move people to action"—could be carried over into the handling of radio in the Republican campaign.

The Jones-Turnbull team, incidentally, was the first to put on the air premium offers of theatre seats and silk stockings. They were first in the United States, he said, to get Madame Chiang Kai Shek to endorse a commercial product. The chrysanthemum offered last year by B. T. Babbitt Inc. over NBC bore the name of the leading lady of China.

Mr. Turnbull lives with his wife —the former Ruth White of Baltimore—and his two children Henry Jr., 7 and John, 3½ in that advertising agency man's retreat—Bronxville, in Westchester County, N. Y. His favorite hobbies, he says, are chess and recorded music. Not a "joiner" by nature, his only fraternal affiliation is the Johns Hopkins Club.

Personal NOTES

LYNNE C. SMEBY, assistant director of the Operational Research Branch, Army Signal Corps, and former NAB Director of Engineering, and Mrs. Smeby, on July 24 became the parents of their first child, Lynne Charles Jr.

S. J. PAUL, assistant advertising manager of BROADCASTING headquartered in New York, and Mrs. Paul, on July 22 became the parents of an 8 lb. 13 oz. daughter, Celia Ann—their first child.

EDWARD T. BATCHELDER, former assistant secretary of the Assn. of National Advertisers, has been elected secretary succeeding George S. McMillan, who resigned to become public relations director of Bristol-Myers Co.

HERBERT KENDRICK, manager of WJLS Beckley, W. Va., has resigned preparatory to embarking upon a station project with G. Lester Hash, of Beckley.

HOWARD L. CHERNOFF, managing director of the West Virginia Network now in the European Theatre of Operations as the network's correspondent, conducted the second of a series of broadcasts July 23, describing conditions as he found them after a trip through hospitals in the United Kingdom.

DR. EVERETT R. CLINCHY, president of the National Conference of Christians & Jews, has been appointed to the Advisory Board of Clergy for *Light of the World*, CBS serial dramatizing the contents of the Holy Bible, and sponsored by General Mills. Dr. Clinchy replaces the late Dr. James Moffatt.

PAUL MOWRY has been transferred from WABC New York, where he was a senior producer, to the television staff of CBS, WABC parent network, as assistant to Worthington Miner, manager of CBS video. Mr. Mowry is a former member of the staff of WCBW, CBS television outlet in New York, having been assistant manager of studio operations during the "live" series of programs on the station late in 1942. He transferred to WABC when the live telecasts were discontinued because of wartime shortages of men and material.

FLOYD MASTERS, since 1939 midwestern district manager for Stewart-Warner Corp., Chicago, has been appointed manager of the radio division.

WPB Names Butman

CARL H. BUTMAN, Washington radio consultant and former secretray of the old Federal Radio Commission, has been assigned to handle publicity for the Radio & Radar Division, War Production Board. Mr. Butman has been in the WPB information office the last year.

RICHARD W. HUBBELL, who has been succeeded by Frederick L. Kugel as editor of *Television Magazine*, is continuing his association with the magazine as contributing editor. Mr. Hubbell relinquished the editorship to devote more time to television production and consultation and to the completion of a book on television program production.

AL LEARY, commercial manager of CKCL for 15 years, will operate his own station at Toronto in the near future, and has opened temporary offices under the name of York Broadcasters at 45 Richmond St. West, Toronto. Associated with him will be Commercial Broadcasting Service Ltd.

DON McGILL has been appointed manager of CKSO Sudbury, Ont. Before joining CKSO a year ago he was with CFCO Chatham, Ont. He succeeds Clair Chambers, resigned.

CHARLES H. KUERTZ, former sales representative for General Mills in Cincinnati, has joined the staff of Specialty Sales, WLW Cincinnati subsidiary.

GLENN C. HENRY, former chief of the audio and industrial section of WPB's Radio & Radar Division, has been appointed to the staff of the Industrial Sound Equipment Section to RCA, Camden, N. J., in charge of engineered sound systems and components.

DON'T SIT UNDER THE APPLE (Ky.) TREE!

If you're looking for a windfall of Kentucky business, you'll be interested to know that the Apple (Ky.) crop of buying power isn't exactly in the bumper class! On the other hand, the Louisville Trading Area is a tremendous orchard, loaded down with 37.5% of Kentucky's total buying income! . . . To harvest your share of the Louisville Area's $400,000,000 retail sales, all you need is WAVE—the only NBC station for 100 miles around! Send for the proof *now*.

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

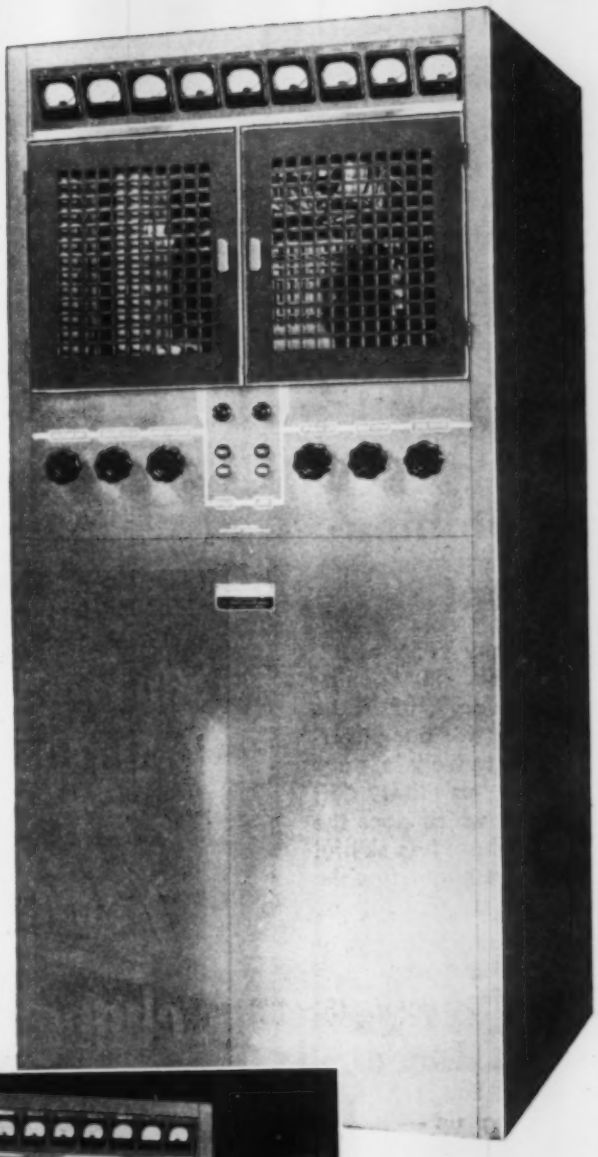
NOW! *A WORKING MODEL OF GATES POST-WAR TRANSMITTER DESIGNING*

Orders Accepted Now for Post-War Delivery*

Gates

MODEL 1D ONE KILOWATT BROADCAST TRANSMITTER

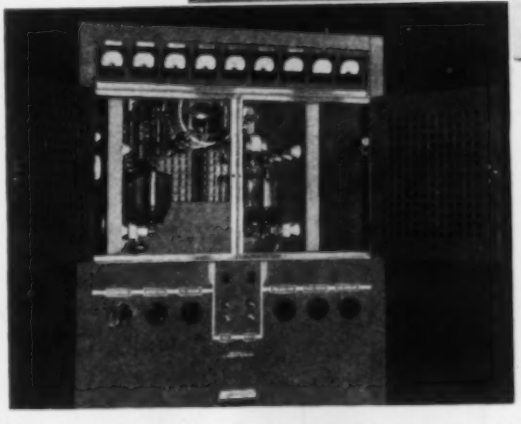
An Example of How Gates Wartime Developments Create Higher Efficiency at Lower Cost . . .



Here is "tomorrow's transmitter—completely engineered today!" Combining these important features:

- Low initial tube cost
- Low operating cost
- High fidelity performance
- Extreme accessibility of all components
- Modern, streamlined design
- Extremely easy to install
- "Easy-view" meter panel

Yes! Gates is ready for your post-war equipment needs. This new, 1000 watt transmitter is completely designed and operating under rigorous conditions . . . ready for post-war delivery. The Model 1D is designed as a commercial broadcast transmitter, but is also available, on special order, for high frequency operation up to 20 megacycles. You can order now with confidence, knowing that Gates has taken advantage of every wartime engineering advancement in designing this efficient and economical transmitter.



Model 1D — 1000 watt Transmitter Full front view and close-up of front top with doors open.

***May we send you details regarding the Gates Priority System for prompt postwar delivery?**

WRITE TODAY FOR COMPLETE, ILLUSTRATED TECHNICAL BULLETIN

Wartime restrictions do not allow the sale of new broadcasting equipment without priority. This equipment is presented merely to acquaint you with Gates developments.

Gates

RADIO and Supply CO.

QUINCY, ILLINOIS, U.S.A.

Manufacturers of Radio Broadcast Transmitters, Speech Equipment, Recording Apparatus and Allied Equipment in the Electronics Field.

We have the right combination!

Many years of experience in opening the doors of radio homes for our advertisers to walk in, have given us that deft touch which does the job where less skillful fingers might fumble.

We really have the combination to one of America's most outstanding direct response markets.

Put WMMN on those Fall schedules coming up — it will pay dividends!

ASK A JOHN BLAIR MAN

Columbia Network

5,000 WATTS

WMMN

FAIRMONT, W. VA.

Maj. Roberts Back

MAJ. RANKIN ROBERTS, of the public relations staff of Lt. Gen. Joseph Stilwell, commanding general of the China-Burma-India theatre, is back in the States to complete plans for future radio activity in that theatre. He will return to the Orient after a leave. Maj. Roberts formerly was a Texas State Network producer. He was with the War Dept. Radio Branch, Washington, before being sent to Chungking two years ago. He is also conferring on plans for resumption of the Blue series, *Yanks in the Orient.*

New Canada Station

CKSF is the call letter of the new 250 w station of the *Standard Freeholder*, Cornwall, Ont., which operates on 1230 kc, according to an announcement of Walter A. Rush, Controller of Radio, Department of Transport, Ottawa. The station was issued license No. 119.

The San Francisco Radio Picture *Has* changed!

Look up *Blue's* KGO in your latest Hooper!

It's THE Bay Area Buy!

Emerson PD Quota Earmarks Delivery

Priority System Will Cushion Huge Postwar Set Demand

EMERSON Radio & Phonograph Corp., New York, has set up a "Preference Delivery Quota" program designed to expedite the delivery of the first post-war radios to consumers. As outlined at a meeting of Emerson Eastern distributors, by Jack Geartner, advertising director, consumers are asked to sign a register, soon to be available in radio stores, entitling them to a "PDQ" certificate. Effort will be made to deliver radios when they become available to certificate holders.

Pointing up the importance of the newly-installed priority system, Benjamin Abrams, Emerson president, estimated that immediate postwar set demands would absorb 25,000,000 radios as soon as the production is permitted, while the industry's manufacturing potentiality represented between 15,000,000 and 17,000,000 sets. He predicted that the demand for radios and allied products would result in an expansion of the industry into a $3,000,000,000 volume as compared to its pre-war volume of $400,000,000.

Big Postwar Demand

The Emerson "PDQ" plan will be promoted on *Green Valley, U.S.A.*, Emerson's Mutual program, as soon as adequate distribution can be obtained.

Emerson looks forward to the development of small television sets, said Mr. Israel, vice-president in charge of engineering, visualizing, in place of the 12-inch cathode tube, a small revolutionary tube measuring 1 to 3 inches, coupled with a system of enlargement allowing the projectd image to be viewed by many.

William H. Weintraub, head of the agency handling Emerson advertising, emphasized the dominant position held by the U. S. in radio set ownership but added that the industry should not jump to the conclusion that it had reached perfection because 82% of the families own receivers.

FOUR TOP MARKETS!

- Kentucky's Central — WLAP *Lexington, Ky.*
- Amarillo — KFDA *Amarillo, Tex.*
- The Tri-State — WCMI *Ashland, Ky.-Huntington, W. Va.*
- Knoxville — WBIR *Knoxville, Tenn.*

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn

Clark, Flaig are Shifted In WLW Sales Changes

FOLLOWING appointment of William P. Robinson as Chicago manager of WLW Cincinnati [BROADCASTING, July 24], Robert E. Dunville, vice-president of the Crosley Corp. and general manager of WLW, announced other changes in the station's sales setup.

Mr. Robinson

George Clark, whom Mr. Robinson succeeds as Chicago manager, is being transferred to the WLW New York office, filling the vacancy created by the appointment of Eldon Park as assistant general manager of WLW [BROADCASTING, July 10]. Herbert Flaig, WLW commercial traffic manager, will be moved to Chicago to fill the vacancy created by Mr. Robinson's promotion.

Mr. Clark

Mr. Flaig

Mr. Park took over as assistant manager of WLW on July 24. Other transfers will be completed by Aug. 1, Mr. Dunville said.

Lane in London

WILLIAM T. LANE, general manager and vice-president of WAGE Syracuse, has arrived in London as the guest of the British Government. According to word received by the station, he flew to England in a British plane with a group of U. S. citizens who are visiting as guests and not correspondents. Mr. Lane will file stories to WAGE and will be guest speaker on several Blue Network broadcasts while he is in London. In his absence, Mr. Lane's assistant, Aaron Beckwith, has taken over the managerial duties.

PROBLEMS of world peace are discussed in *Approaches to World Peace*, by Lyman Bryson, CBS director of education, Louis Finkelstein of the Jewish Theological Seminary, New York, and Robert M. MacIver of Columbia U. Book will be published Aug. 2 (Harper & Bros., New York, $5.00).

WIBW has developed America's most successful radio selling technique — "reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas in TOPEKA

History of Communications. Number Eight of a Series

EARLY RAILROAD COMMUNICATIONS BY TELEGRAPH

Communication by telegraph was probably one of the first of the electronic arts which met with commercial success in America. Of constant interest to every boy in a small town, the telegrapher down at the depot was a hero — a man of great science. With the advent of faster locomotives, telegraphy was a speedy method of traffic control.

Today, and for the postwar period, the picture will include electronic voice communications for the streamlined trains which travel one hundred miles per hour. There must be a more flexible control via electronics, plus the added possibility of passenger luxury in radio telephones. Universal stands ready as an electronic manufacturer to serve in the era of applied electronics.

< Model 1700-UB, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobbers.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA ·· CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA

*AN OPEN LETTER TO_*

LINNEA NELSON (J. WALTER THOMPSON)
CARLOS FRANCO (YOUNG & RUBICAM)
FRANK SILVERNAIL (BBDO)

Dear Judges:

It goes without saying that we're pleased to have won our third straight BILLBOARD award; but we're especially grateful this year because we realize the quality of competition was higher (much higher), and the judges were the most eminently qualified persons who could be chosen.

So --- thanks again!

Sincerely

Radio Station WGKV

P.S. The statistically-minded around here have figured it out mathematically; we've now been BILLBOARD Award winners for greater than 65% of WGKV's lifetime.

CHARLESTON, W. VA.

Joseph B. Matthews, *Manager*

Gil Canfield, *Promotion Manager*

Represented Nationally By

Joseph Hershey McGillvra, Inc.

Affiliated with

BEHIND the MIKE

ROBERT EWING, supervisor of the Blue sales traffic department in Chicago, has been added to the division's research department as assistant to Research Manager G. A. Vernon. Replacing Mr. Ewing in network sales traffic is Gladys Ferguson, in charge of the Blue local and spot sales traffic department for last two years, assisted by Florence Walling and Marjory Mason.

C. EDWARD SMITH, released from the Army, has joined the announcing staff of WPEN Philadelphia.

EARL HARPER, sports and special events director of WJW Cleveland, has been chosen member of the advisory board of the Radio Council of Greater Cleveland.

ERNEST SIMON, chief announcer of WINX Washington and recently released from the British Eighth Army, has been elected junior vice-commander of the Silver Spring Chapter No. 4 of Disabled American Veterans.

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

N. B. C

Cotton-Blossom Time IN MISSISSIPPI

It's cotton-blossom time down south, and Mississippi's "King Cotton" has bright prospects of producing an even bigger cash income from his products this year.

Newly released agricultural figures reveal that Mississippi's cash income from cotton alone, in 1943, was $242,456,000, or an increase of $28,671,000 over the year before.

New industrial and oil development, coupled with an increased agricultural production, is pushing the state's cash income to peaks never before reached. Remember, WJDX—"The Voice of Mississippi"—continues to DOMINATE this profitable, growing market and can give you EXTRA results.

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

KUTA Shifts Personnel In Program Department

IN A complete realignment of the program department of KUTA Salt Lake City, general manager Frank Carman announced some personnel changes: Frank McIntyre, who came to KUTA from WKY Oklahoma City, will supervise the organization. Mr. McIntyre heads the program department as program-production director. Bill Agee, former Los Angeles announcer, will be night production manager, with Vern Louden, assistant production manager.

Jim Lawrence, former KOVO Provo program director, will fill the newly created post of sports-special events director, and Herman Wilson, formerly of KFEL Denver and KFSD San Diego, afternoon news editor. Dick Eskelson has joined the announcing staff, coming from KTFI Twin Falls, Ida. Keith Clarke has been promoted from junior announcer to full time status, and Lita Anderson, is new to the continuity staff.

ADD PENFIELD, former night news editor at WSB Atlanta, has been inducted into the Army as a private, stationed at Camp Wheeler, Ga.

FRANCES NEWELL, former women's program director at KGVO Missoula, Mont., has joined the station's announcing staff effective Aug. 1, replacing Ginger Cook, who is leaving to study in New York. Velma Rouse succeeds Miss Newell.

NAOMI MELENICK, formerly with WJJD-WIND Chicago in news and publicity work, has joined the staff of domestic radio bureau of the Office of War Information in New York.

PAUL O. GODT, theatre organist and program director, has been named public relations director at KXOK St. Louis. Mr. Godt was former program director at WTMV East St. Louis, Ill., KARK Little Rock, Ark., and WKZO Kalamazoo, Mich.

BILL MELIA, announcer of WWNC Asheville, N. C. and a member of the production staff for the past four years, has been appointed production manager.

ERIC NORMAN, announcer, formerly of WOR New York and the Office of War Information, has joined the announcing staff of WBYN Brooklyn.

DR. DEXTER PERKINS, Watson professor of history at the U. of Rochester and news commentator at WHEC-WHEF Rochester, will be the first to occupy Cambridge University's new chair of American history and institutions.

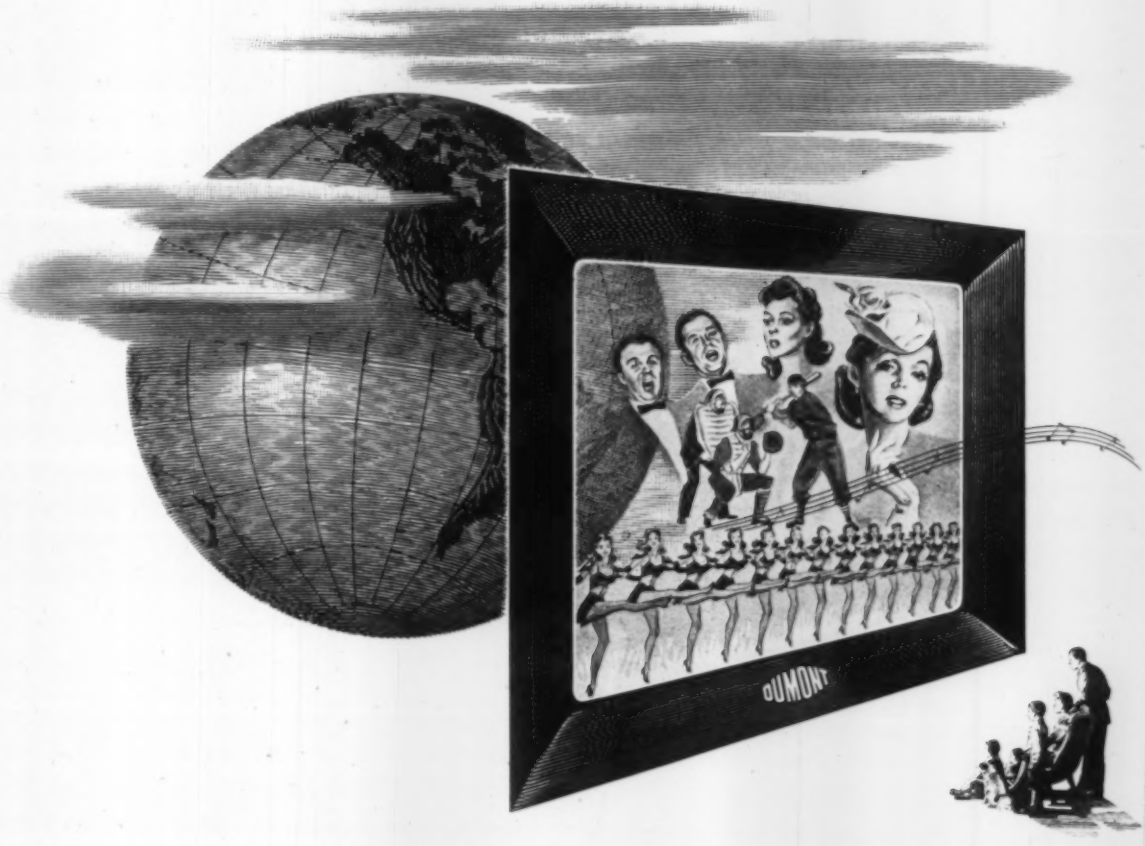
(*Continued on page 43*)

Yea! Dis Is Butch!

Lowbrows, highbrows, inbetweens! They're here, with money to burn! Winston-Salem is an outstanding market—served by an outstanding radio station. If you want more sales and good will, you want—

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company



THE BEST SHOW WINDOW IN THE WORLD

There is going to be a brand-new window in millions of homes . . . the most exciting window ever known — the *television screen!* Through it people will see the whole wide world in vivid, vibrant panorama. Most important to you, Mr. Advertiser, is the fact it will be the best show-window in the world.

Your product or your service can be demonstrated with ease and artistry in television's show-window. It will be friendly selling—personal, intimate visits with small family groups in their own living rooms.

Leading advertisers and their agencies have developed new and effective commercial television techniques through experimental programs over DuMont's New York City station during the past 18 months. These programs provide eloquent proof that adding sight to sound has multiplied air-borne salespower . . . has opened a new highroad of magnificent promise direct to America's best postwar markets.

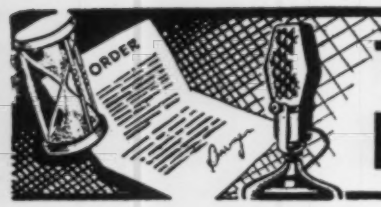
DuMont was first to give television really clear reception by creating the DuMont Cathode-ray Tube. And DuMont pioneering in television station operation and programming techniques will help you realize the greatest return from every penny of your television time-buying dollar.

You'll want your product featured well down front in the best show-window in the world!

Copyright, 1944, Allen B. DuMont Laboratories, Inc.

DuMont Television Studios and Telecasting Equipment Div. of Allen B. DuMont Laboratories, Inc., Station W2XWV, 515 Madison Ave., New York 22, N.Y. General Offices and Plant, 2 Main Ave., Passaic, N.J.

DUMONT
TELEVISION
STATION WABD



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WINX Washington

Macfadden Publications, New York (*True Story*), *t* thru Raymond Spector Co., N.Y.
Gunther Brewing Co., New York, 24 *sa* weekly, thru St. George & Keyes, N. Y.
Lever Bros., Cambridge, Mass. (Lifebuoy soap), 30 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Wm. Wrigley Jr. Co., Chicago, (gum), 24 *ta* weekly, thru Ruthrauff & Ryan, Chicago.
Embassy Dairy, Washington, *sp* renewal, 13 weeks, thru Lewis E. Ryan Inc., Washington.
Squirt Co. Beverley Hills, Cal. (soft drink), *sa* series, thru Kal Inc., Washington.
Rieser Co., New York (shampoo), 2 *ta* daily, 52 weeks, thru E. T. Howard Co., N.Y.

KHJ Hollywood

Ex-Lax Mfg. Co., Brooklyn (Ex-Lax), 5 *sa* weekly, 13 weeks, thru Joseph Katz Co., N. Y.
Joseph Dixon Crucible Co., Jersey City (Ticonderoga pencils), 4 *sp* weekly, 13 weeks, thru Federal Adv. Agency, N. Y.
Serutan Co., Jersey City (Serutan-Nutrex), 5 *sp* weekly, 52 weeks, thru Raymond Spector Co., N. Y.
Gilbert C. Wilson Labs., Denton, Tex. (dehydrated sweet potatoes), 2 *sp* weekly, 13 weeks, thru Little & Co., Los Angeles.
Gordon Bread Co., Los Angeles (bread), 14 *ta*, thru The Mayers Co., Los Angeles.
Southwest Food Products, Long Beach, Cal. (jellies, syrup), 5 *ta* weekly, 13 weeks, thru Dave Foutz Adv., Long Beach, Cal.

KECA Los Angeles

Southern Pacific Co., San Francisco (employment), 4 *sa* weekly, 13 weeks, thru Foote, Cone & Belding, San Francisco.
American Express Co., New York (money orders), 5 *sa* weekly, 13 weeks, thru Caples Co., N. Y.
Campbell Soup Co., Camden (Beef-Noodle Soup), 7 *ta* weekly, 6 weeks, thru Foote, Cone & Belding, N. Y.
National Funding Corp. of Calif., Los Angeles (Seaboard Finance), 5 *sp* weekly, 52 weeks, thru Smith & Bull Adv., Los Angeles.

WHEB Portsmouth, N H.

Sylvania Electric Products, Dover, N. H., 21 *sa* weekly, 26 weeks, direct.
Fairmount Hotel, York Beach, Me., 6 *sa* weekly, 13 weeks, direct.
Scott Furriers, Boston, Mass., 76 *sa*, 4 weeks, direct.
Ogunquit Playhouse, Ogunquit, Me., 3 *sa* weekly, direct.
Salisbury Beach Assoc., Salisbury, Mass., 6 *sa* weekly, 12 weeks, direct.
Plough Inc., Memphis (St. Joseph Aspirin), 3 *sa* weekly, 11 weeks thru Lake-Spiro-Shurman, Memphis.
Plough Inc., Memphis (Mexsana), 7 *sa* weekly, 11 weeks, thru Lake-Spiro-Shurman, Memphis.
Hotel Roosevelt, New York, 6 *sa* weekly, 13 weeks, thru Kelly-Nason, N. Y.

WJZ New York

Colgate-Palmolive-Peet Co., Jersey City (Colgate dental cream), 4 *ta* weekly, 26 weeks, thru Ted Bates Inc., N. Y.
Golden Brand Food Products Co., Philadelphia (Cream Wipt salad dressing), 5 *sa* weekly, 10 weeks thru J. M. Korn & Co., N. Y.
Griffin Mfg. Co., Brooklyn (shoe polish), 3 *sa* weekly, 52 weeks, thru Bermingham, Castleman & Pierce, N. Y.
Macfadden Publications Inc., New York (*True Story Magazine*) 3 *t*, thru Raymond Spector Co., N. Y.
E. Fougera & Co., New York (Optrex eye wash), 5 *sa* weekly, 13 weeks, thru J. M. Korn & Co., Philadelphia.
United Sales & Mfg. Co., Buffalo (division of Foster Milburn Co.) 2 *sa* weekly, 13 weeks, thru Street & Finney, N. Y.
Carter Products Inc., New York (Arrid), 7 *ta* weekly, 52 weeks, thru Small & Seiffer, N. Y.
Corinthia Inc., New York (Corinthia lipstick), 4 *ta* weekly, 13 weeks, thru Arthur Rosenberg Co., N. Y.
General Electric Co., New York (institutional), 5 *sa* weekly, 52 weeks, thru BBDO, N. Y.

WMAQ Chicago

Marlin Firearms Co., New Haven (razor blades), 3 *sa* weekly, 13 weeks, thru Craven & Hedrick, N. Y.
National Chemical & Mfg. Co., Chicago (Luminall paints), 2 *sa* weekly, 13 weeks, thru J. R. Hamilton A. A., Chicago.
Civic Theater, Chicago ("Wildflower"), 17 *sa*, 11 days, thru M. M. Fisher Assoc., Chicago.
Esquire Inc., Chicago (*Coronet*), 6 *sa*, 6 days, thru Schwimmer & Scott, Chicago.
Macfadden Publications, New York (*True Story*), 3 *sp*, 3 days, thru Raymond Spector Co., N. Y.

WOV New York

Roma Wine Co., New York, 312 *sa*, thru Biow Co., N. Y.
C. Ludwig Bauman, Brooklyn (retail furniture store), 260 *sp*, thru Luther Bell Agency, N. Y.
Andy Lotshaw Co., Chicago (Body Rub), 26 *sp*, thru Arthur Meyerhoff Co., Chicago.
Wm. Wrigley Jr. Co., Chicago (chewing gum), 215 *ta*, thru Ruthrauff & Ryan, Chicago.
Italian Cook Oil Co., New York (Bravo Edible Oil), 312 *sp*, thru Lawrence Fertig & Co., N. Y.
R. Romano & Son, New York (wines), 156 *sp* thru Century Adv., N. Y.
Ronzoni Macaroni Co., New York (macaroni), 312 *sp*, thru Emil Mogul Co., N. Y.
American Health Aids Co., Newark, N. J. (Kelpidine), 78 *sp*, thru A. H. P. Advertising Co., Newark, N. J.
S. A. Schonbrunn & Co., New York (Savarin Coffee), 624 *sa*, thru Pettinella Adv. Co., N. Y.
Lever Bros., Cambridge, Mass. (Lifebuoy), 208 *ta*, thru Ruthrauff & Ryan, N. Y.
Southern Cotton Oil Co., New Orleans (Tavol), 78 *sp*, thru Duane Jones Co., N. Y.
American Express Co., New York (foreign remittance), 39 *sa*, thru Caples Co., N. Y.
Personal Finance Co., Chicago, Ill (loans), 234 *ta*, thru Al Paul Lefton Co., Philadelphia.
20th Century-Fox Film Corp., New York ("Wilson" film), 184 *ta*, thru M. H. Hacket Co., N. Y.
V. LaRosa & Sons, Passaic, N. J. (La Perla Macaroni), 312 *sp* thru Commercial Radio Service Adv., N. Y.
David O. Selznick International Pictures, 43 *sa*, New York ("Since You Went Away") thru Foote, Cone & Belding, N. Y.

KFAC Los Angeles

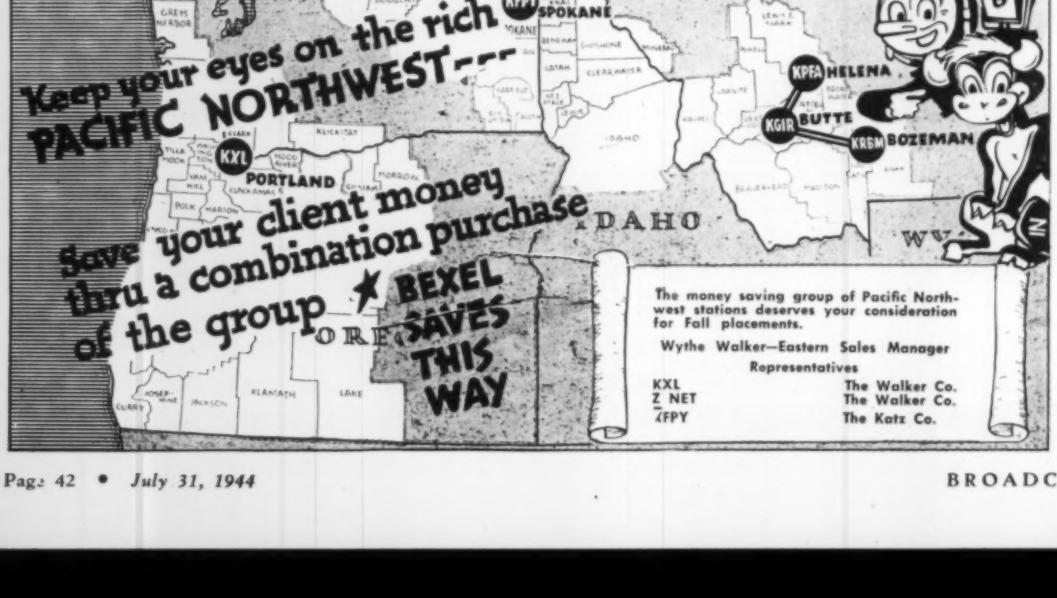
Peerless Laundry & Drycleaning Services, Los Angeles (chain), *sp* weekly, 4 weeks, thru Assoc. Adv., Los Angeles.

KPAS Pasadena, Cal.

Milani Food Products, Chicago (1890 French dressing), 2 *sp* weekly, 13 weeks, thru Garfield & Guild, Los Angeles.

WINN Louisville

Taylor's Drug Stores, Louisville, 15 *sa* weekly, 13 weeks, thru Kenyon & Eckhardt, N. Y.
Kellogg Co., Battle Creek, Mich. (Bran flakes), 5 *sa* weekly, 13 weeks, thru Kenyon & Eckhardt, N. Y.
Westinghouse Electric & Mfg. Co., Pittsburgh, 3 *sa* weekly, thru McCann-Erickson, N. Y.



'Housewives' Series Now in New York

Galen Drake to Handle Wiley's Combined Shows on WJZ

FLETCHER WILEY'S combination programs *Sunrise Salute* and *Housewives Protective League*, heard on KNX Los Angeles and the CBS Pacific Coast Network, and on WBBM Chicago, will be introduced to Eastern listeners on WJZ New York, beginning July 31.

Galen Drake, who has been handling the West Coast show, has gone to New York to conduct the WJZ series, using the same formula of ad-lib commercials and commentary, recorded music and guest stars. Mr. Drake will be heard Monday through Saturday, 6-7 a.m., on *Sunrise Salute*, sold as a separate show, and at 1:45-2 p.m., and 2:15-2:30 p.m. on *Housewives Protective League*, available only with *Salute*.

How to Join

The League is formed by inviting women to become members of a group of 2,500 housewives who sample products of potential sponsors in their homes and report on their merits. New sponsors must submit their products to a minimum of 50 testers, and must be endorsed by 80% of the group before being accepted.

Fletcher Wiley, who originated program idea 10 years ago on the West Coast has taken over for Galen Drake on the two daily KNX broadcasts and on a third quarter-hour condensed version of the two shows, heard on the CBS Pacific Coast Network. He will continue until he finds someone with a voice as similar to his own as Galen Drake's. Paul Gibson conducts the WBBM version, in Chicago.

Chef Boy-Ar-Dee Shifts To Blue Food Program

CHEF BOY-AR-DEE Quality Foods Inc., Milton, Pa., beginning Aug. 19 will promote the Chef Boy-Ar-Dee spaghetti dinner on *What's Cooking*, on the Blue Network. Home economy suggestions and foods news as related to world events will be presented by Beulah Kearney, home economist, supplemented by Eddie Ballantine's orchestra and Earl Tanner, singer. Program will be heard Saturday, 10:30-11 a.m. on the full network, with Hal Makelim, vice-president and radio director of McJunkin Adv., Chicago agency in Charge, producing and directing.

Sponsor is shifting from news commentary by Boake Carter on Mutual Monday, Wednesday and Friday, 12 noon-12:15 p.m. Last MBS broadcast for Chef-Ar-Dee is July 28.

Lowell Thomas on Digest

LOWELL THOMAS, NBC newscaster, sponsored by Sun Oil Co., on July 30, was heard on *Radio Reader's Digest*, on CBS as the first of a series of guest program hosts replacing Conrad Nagel while the latter fills a commitment for Monogram Pictures in Hollywood. *Digest* sponsor is Campbell Soup Co.

(Continued from page 40)

DOROTHY ALLSUP has been appointed education director of WHIO Dayton, O.

PHILIP STALEY, production manager of WCOL Columbus, Ohio., is the father of a girl.

ELWOOD STUTZ, formerly of WBTM Danville, Va., has joined the announcing staff of WIBG Philadelphia.

ROBERTA PATRICK, former assistant on the sales promotion and merchandising staff of KVOO Tulsa, has been appointed an assistant to Walt Dennis, director of special events and public relations department, WHN New York. She replaces Ruth Fulling who left last week to enter the advertising agency field in Dallas.

HAL BARKAS, announcer of WCAU Philadelphia, and Ruth Cookerly, of the program department of WFBR Baltimore, are to be married Aug. 6.

AL MASSCHELIN, formerly with WGIL Galesburg, Ill., has joined the announcing staff of WOC Davenport, Ia. Mike name is Ed Masters.

LILA WARD has joined the continuity staff of WCOS Columbia, S. C.

CHARLES CURTIN, former director and producer for the CBS production department, has joined the Yankee Network as night supervisor of production for the network's key station, WNAC Boston.

NAN MacKENZIE, former secretary to Wynn Wright, national production manager of NBC, has joined the production staff of WMPS Memphis. Kay Allen, formerly with WHBQ Memphis, has joined WMPS as women's editor.

WALLY KING, formerly of KLX and KLS Oakland, has joined KSFO San Francisco as announcer.

GENE GARRETT, former newspaper man, is a new addition to the news and continuity staff of WHB Kansas City.

ALMA SIOUX SCARBERRY, script writer of CBS Hollywood, has joined Don Lee Broadcasting System, Hollywood. Ed Chandler, formerly of KQW San Francisco, and Burley Smith, formerly of KFVD Los Angeles, have joined the network as announcers.

MARGO HILL ATWOOD, former correspondent in Washington, has joined the news staff of KGO San Francisco.

LUCILLE HASTINGS, former editor of the *Brighton* (Colo.) *Blade*, has joined the news staff of KLZ Denver.

TIM LIEMERT, for past year announcer and newscaster of KNX Hollywood, has been assigned assistant to Webley Edwards, CBS war correspondent in Honolulu.

JIM DOYLE, announcer of NBC Hollywood, has resigned to freelance.

BEN PALEY, Hollywood supervisor of CBS West Coast production operations, is in Chicago for three weeks on network business.

RICHARD E. FISCHER, formerly with WHAS Louisville, has joined KMOX St. Louis as newscaster. Del King, KMOX announcer, has been named assistant chief announcer.

CLAIRE CHAMBERS, new to radio, has joined CJKL Kirkland Lake, Ont.

PHIL DUNCAN, writer, and Arthur Edes, announcer, are new members of WLLH Lowell, Mass.

OWEN STENEHJEM, rural sociology specialist, has been named assistant to Chuck Worcester, CBS farm editor in charge of CBS *Country Journal*.

MARIAN REUTER, former assistant traffic manager for WBBM Chicago, has joined Young & Rubicam, Chicago, as assistant to the radio director. Virginia Smith, secretary to Fred Kilian, WBBM production manager, will replace Miss Reuter.

Tomorrow's history is being written by fighting men around the world today . . .
On land, in the air . . .
And across the seas.
KCMO
To keep up with marching history, keep your radio dial set at 1480, that's KCMO, Kansas City's dominant news station. 17 newscasts daily.
Raymond Gram Swing
Listen to—"Raymond Gram Swing Reviews History on the March" . . . and other ace newscasters. For Kansas City, the best in radio—entertainment and news—
KCMO
"1480 ON YOUR DIAL"
Your Blue Network Station
Out of the Blue, To You, K-C-M-O, 1480 on your dial, your BLUE Network station.

KCMO Goes Hollywood

During a 1944-45 campaign of "Screen Broadcasts," a total of 3,000,000 movie-fans in Kansas City will see and hear why it pays to listen to KCMO.

This campaign attracts listeners by visual—audible methods. Thirteen especially produced motion picture "shorts" dramatize top-flight KCMO-BLUE program attractions. Exclusive screening contracts cover the leading theaters in Kansas City's key buying neighborhoods.

● Featuring:

Walter Winchell
Jimmy Fidler
Drew Pearson
Baukhage Talking
Raymond Gram Swing
KCMO News Bureau
Uncle Ezra
Duffy's Tavern
Fun Valley
Radio Hall of Fame
Gangbusters
Counterspy
Breakfast at Sardi's
Breakfast Club
My True Story
Sweet River
The Lone Ranger
Jack Armstrong
Dick Tracy
Victory Parade of Spotlight Bands
Guy Lombardo
Horace Heidt
Paul Whiteman

Melody Ballroom with James Coy

Call Any Joseph Hershey McGillvra Office

KCMO
5000 Watts

Kansas City's Only Basic BLUE Network Station

Radio Advertisers

SCHOENHOFEN-EDELWEISS Co., Chicago (Edelweiss beer), has begun sponsorship of horse races from the Arlington-Washington Park track, Saturdays, WMAQ Chicago. Feature race is presented 5-5:15 p.m. CWT. Contract is for 8 weeks, placed by Olian Adv., Chicago.

OELWEIN CHEMICAL Co., Oelwein, Ia. (Occo mineral-compound), begins sponsorship Aug. 14 of 10-minute newscasts, Monday through Saturdays, WDGY Minneapolis. Contract is for 52 weeks, placed by Cary-Ainsworth, Des Moines.

GILBERT C. WILSON LABS., Denton, Tex. (dehydrated sweet potatoes), in a 13-week campaign ending Oct. 5 is sponsoring twice-weekly participation in *Norma Young's Happy Homes* on KHJ Hollywood. Agency is Little & Co., Los Angeles.

RELIABLE Flour Co., Boston, Mass., has named Harry M. Frost Adv., Boston, as advertising representative. Radio plans are said to be considered.

SWIFT & Co., Chicago, has renewed sponsorship of participations for Bland Lard on *Yankee Kitchen*, afternoon feature of the Yankee Network. Agency is Broadcast Adv., Boston.

GEORGIE PORGIE Mills, Council Bluffs, Ia., has placed its account for "Electrene for Kitchen and Laundry" with Bozell & Jacobs, Omaha. Radio plans are said to be included.

GIMBEL BROS., Pittsburgh, has renewed sponsorship of the "morning *News of the New* heard Monday through Saturday on WCAE Pittsburgh. 9:15-9:30. Quarter-hour is conducted by Francine who gives news on fashions, fiction, and the arts.

How. Gene Fromberz
Dancer-Fitzgerald-Sample
Chicago, Ill.

Dear Gene:

The strain of writing these letters and meeting this book's deadline has been too much. After all, you can't be a master of the broom and the pen as well without paying the price. But it's not so awfully bad though, for the boss has told me to pack my bag and take a week off. Things will probably be in a mess when I get back, but I'm just the guy who can straighten them out. So here I go.

Regards

Yours,
Algy

WCHS
Charleston, W. Va.

WILDROOT Co., Buffalo, in a spot campaign for Wildroot hair tonic, has started five-weekly quarter-hour sponsorship on WINN Louisville of Martin Agronsky, Blue Network correspondent offered on a local cooperative basis. Agency is BBDO, New York.

C. F. MUELLER Co., Jersey City, to promote its macaroni, starts the Blue Network quarter-hour news program *Baukhage Talking* on a five-weekly basis on WTRY Troy, N. Y., beginning Aug. 7 and on WARM Scranton, Pa., beginning Aug. 14. Agency is Duane Jones Co., New York.

JOHN E. REED Co., Hollywood (Susan's Baby Photo Studios), on Aug. 1 starts using an approximate total of 150 transcribed one-minute announcements per week on five Los Angeles area stations. List includes KFVD KRKD KFAC KGFJ KIEV. Contracts are for 13 weeks. Allied Adv., Los Angeles, has account.

FILM STAR CREATIONS Inc., Los Angeles (handbags, dolls, games), has appointed Hugo Scheibner Inc., Los Angeles, as agency.

C. C. LOCKWOOD, for more than 20 years associated with the advertising department of Chrysler Corp., has been appointed advertising business manager, Chrysler Division, Chrysler Corp., Detroit, Mich.

PEP BOYS of California, Los Angeles (auto accessories), in addition to a daily quarter-hour newscast on KECA, on July 24 started sponsoring five-weekly *Kiernan's News Corner* on that station using local cut-in on the Blue program. Contract is for 52 weeks. Firm on July 17 for 52 weeks started a daily quarter-hour newscast on KFAC and is also utilizing similar schedules on KFI KFOX KFXM. Agency is Milton Weinberg Adv., Los Angeles.

MICHIGAN BULB Co., Grand Rapids, Mich. (flower bulbs), has begun sponsorship of a test campaign using spot announcements and participations, depending upon availabilities. Company is now on approximately 30 stations with more to be added. Contracts are for 13 weeks on a continuation basis. Agency is O'Neil, Larson & McMahon, Chicago.

IRONIZED VITAMIN Co., Chicago (Ironited vitamins), has appointed Guenther-Bradford Co., Chicago, to handle its advertising. No radio is planned at present.

HARTMANN TRUNK Co., Racine, Wis., has appointed Earle Ludgin Inc., Chicago, to handle its advertising. No radio is planned at present.

H. E. BROMBERG, account executive, has joined Advertising Counselors of Ariz., Phoenix. Frances Mae Ballack has been appointed to head retail advertising and Dorothy Tuthill has been added as copywriter.

50,000 WATTS C B S

HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....

WCKY

THE L. B. Wilson STATION

What, Why, Where Radio?

The answers will be in

Broadcasting's

NAB War Conference Issue

to be published

AUGUST 28th

AMONG THE FEATURES:

FM After the War
Television Network Plans
Building Television Programs
The Motion Picture Role in Television
The War Advertising Council and Radio
The Agency Approaches Television and FM
Circulation Potentials of FM and Television
Radio's Future as Viewed by an Ex-Commissioner
An Advertiser Evaluates Television's Sales Force
Case Histories on Television Programming Experiments
Costs of FM and Television Installation and Operation
What the Advertiser Wants to Know About FM and Television
And a dozen other features, aside from War Conference Activities
and the week's budget of spot news.

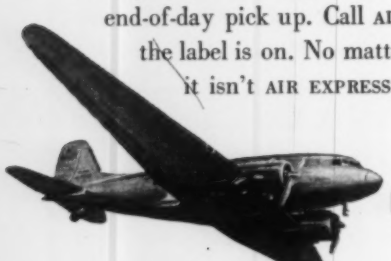
Regular rates prevail.
Wire reservations collect today.
Deadline August 15, 1944

BROADCASTING

The Weekly Newsmagazine of Radio
and Radio Advertising

"I gotta date with 1000 Jeeps! Call AIR Express — NOW!

IF AIR EXPRESS shipments could talk—and knew where they were going and why—we wouldn't have to urge you to *ship when ready*, especially if you are a manufacturer of war materials. For early shipment is the way to be certain of *earliest possible delivery*. Don't let shipments lie around for routine end-of-day pick up. Call AIR EXPRESS the instant the label is on. No matter what the label says, it isn't AIR EXPRESS until it's *on a plane!*



A Money-Saving, High-Speed Wartime Tool For Every Business

As a result of increased efficiency developed to meet wartime demands, rates have been reduced. Shippers nationwide are now saving an average of more than 10% on Air Express charges. And Air Express schedules are based on "hours", not days and weeks—with 3-mile-a-minute service direct to hundreds of U.S. cities and scores of foreign countries.

WRITE TODAY for "Vision Unlimited"—an informative booklet that will stimulate the thinking of every executive. Dept. PR-8, Railway Express Agency, 230 Park Ave., New York 17, N. Y., or ask for it at any local office.

AIR EXPRESS *Gets there FIRST*

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States

Agencies

MARIA WHITE, Elizabeth Reading and Toni Mendez have joined the Biow Co., New York. Miss White, former media director of Grey Adv., New York, has been appointed a time-buyer and Miss Reading, formerly on the program staff of Newell-Emmett Co., New York, has been named traffic supervisor in the program department. Miss Mendez, former freelancer, has joined the production staff.

McCANN-ERICKSON, New York, has taken additional quarters at 730 Fifth Ave., New York, for publicity and accounting departments. Main office is at 50 Rockefeller Plaza.

HOWARD S. ROUND, former eastern sales manager of the Pepsodent Co., Chicago, has joined Ivey & Ellington, New York, to direct merchandising and marketing analysis and promotion, a new post.

ROY S. DURSTINE offices in Cincinnati will be moved from the Enquirer Bldg. to the Carew Tower.

WALLACE H. GOLDSMITH Jr., of the foreign department of McCann-Erickson Inc., New York, left last week for Cuba, where on Aug. 1 he will open up a new office for the agency in Havana, as manager. Mr. Goldsmith has been associated in the past with Tidewater Assoc. Oil Co., and more recently with the National Assn. of Manufacturers. Harrison Atwood, vice-president of McCann-Erickson's foreign operations, accompanied him to Cuba. Agency has branches in Buenos Aires, Rio de Janeiro, Sao Paulo, San Juan and Puerto Rico.

CHARLES H. MAYNE Co., Los Angeles agency, will continue to function as before death of its president, Charles H. Mayne, on July 12. Eugene P. Ramsay is in charge.

WCAE
Pittsburgh, Pa.
Selling Meat

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
SAN ARTHUR B. CHURCH PRODUCTION

FUTURE PROMOTION for the thrice-weekly half-hour adventure series *Red Ryder* gets a going-over by this executive group prior to its shift from 7 Blue Pacific stations to 8 Don Lee Pacific stations on Aug. 8. New contract is for 52 weeks. Langendorf United Bakeries, San Francisco, is sponsor. Planners (l to r) are Richard Goebel, president of Pacific Coast Adv. Co., San Francisco, agency servicing account; Dan J. Donnelly, manager of KFRC, San Francisco outlet of Don Lee Network; Ray Rhodes, station account executive.

LESTER G. BARROW, former advertising manager of Brooklyn Edison Co., more recently in the advertising department of Consolidated Edison Co., New York, joins Fuller & Smith & Ross, New York, Aug. 1 as an account executive.

JOSEPH K. CLOSE, former public relations manager of Owens-Illinois Glass Co., Toledo, has joined the Overseas Branch of the Office of War Information.

JOHN MITCHELL, former freelance producer and director, has joined Morse International, New York, as assistant program director.

JOSE DI DONATO and Dave Christianson last week joined Compton Adv., New York. Mr. di Donato, formerly with Wright-Sonovox, New York as head of the sales contact staff in New England, joined the radio production staff, and Mr. Christianson, former merchandising manager of the S. M. News Co., New York, is an executive in the merchandising department.

LEE GRAVES, former radio director of Compton Adv., New York, has joined Foote, Cone & Belding, New York, as account executive on the Campbell Soup Co. account.

KENNETH LAIRD, for 4½ years manager of the merchandising department, Young & Rubicam, Chicago, and prior to that vice-president in charge of advertising and promotion for 9 years with Weco Products Co. (Dr. West Tooth Brush), joined Dancer-Fitzgerald-Sample, Chicago, on July 24, to head agency development work on drug products.

LOOK OVER...
NOT OVER LOOK
250,000 PROSPECTS
IN THE SABINE AREA OF TEXAS
KFDM
Blue Network, 560 K. C., 1,000 Watts
BEAUMONT, TEXAS MEANS BUSINESS
Represented by the Howard H. Wilson Company

Network Accounts

All time Eastern Wartime unless indicated

New Business

CHEF BOY-AR-DEE Quality Foods Inc., Milton, Pa., (spaghetti dinner) on Aug. 19 starts *What's Cooking* on about 190 Blue stations, Sat., 10:30-11 a. m. Agency: McJunkin Adv., Chicago.

GILLETTE SAFETY RAZOR Corp., Boston (shave products) on Aug. 4, 10 p. m. only, sponsors Bob Montgomery-Beau Jack bout on over 200 MBS stations. Agency: Maxon Inc., N. Y.

GENERAL FOODS (Canada), Toronto (Grapenut Flakes) on Sept. 1 starts *Henry Aldrich* on 30 CBC Dominion network stations, Fri. 8-8:30 p.m.; (Post Bran Flakes, Postum) on Sept. 15 starts *The Thin Man* on 30 CBC Dominion network stations. Fri. 8:30-9 p.m.; (Maxwell House Coffee), starts Aug. 31 *Frank Morgan* on 27 CBC Dominion network stations, Thurs. 8-8:30 p.m. Agency: Baker Adv., Toronto.

SEATTLE BREWING & Malting Co., Seattle, on July 22 started newscast on 7 NBC Pacific stations, Sat. 10-10:15 p.m. (PWT). Agency: Western Agency Inc., Seattle.

HERMAN BASCH & Co., New York (Hammer Brand fur processing), on Aug. 3 for 13 weeks, starts *Ona Munson in Hollywood* on 7 CBS Pacific stations, Thurs., 3:15-3:30 p.m. (PWT), with transcribed repeat on KNX, Thurs., 3:30-3:45 p.m. (PWT). Agency: Kelly-Nason Inc., N. Y.

Renewal Accounts

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on July 31 for 52 weeks renews *Vox Pop* on 124 CBS stations, Mon., 8-8:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

CHRYSLER Corp., Highland Park, Mich. (institutional), on Sept. 7 for 52 weeks renews *Major Bowes Amateurs* on 128 CBS stations Thurs. 9-9:30 p.m. Agency: Ruthrauff & Ryan, Detroit.

CHARLES H. PHILLIPS Chemical Co., Glen Cove, Conn. (toothpaste), on Aug. 31 for 52 weeks renews *Amanda of Honeymoon Hill* on 43 CBS stations Mon. thru Fri., 11-11:15 a.m. Agency: Dancer-Fitzgerald-Sample, N. Y.

R. L. WATKINS Co., New York, division of Sterling Drug Inc.) (Dr. Lyon's tooth powder), on July 31 renews *Second Husband* on 43 CBS stations Mon. thru Fri., 11:15-11:30 a.m. Agency: Dancer-Fitzgerald-Sample, New York.

Network Changes

PABST SALES Co., Chicago (beer), has added 13 CBS stations (WDWS WSOY WTAX WKMO WLBC WPAD WHOP WFMD WENT KSJB WHUB WSAU KEYS) to *Blue Ribbon Town*, making total of 128 CBS stations. Agency: Warwick & Leger, N. Y.

DR. PEPPER BOTTLING Co., Dallas (beverage), on Aug. 6 for 8 weeks replaces *Al Pearce in Fun Valley* with *Darts for Dough* on 155 Blue stations, Sun., 4-4:30 p.m. Agency: Tracy-Locke-Dawson, Dallas.

GUM LABS Inc., Clifton Heights, Pa. (Ivoryne Peroxide chewing gum), on Sept. 16 adds 27 Blue stations to *Hello Sweetheart*, making a total of 190 Blue stations, Sat., 5:45-6 p. m. Agency: McJunkin Adv., Chicago.

"THE WORLD'S BEST COVERAGE U.P. OF THE WORLD'S BIGGEST NEWS"

in the CONTROL ROOM

FREDERIC J. ROBINSON has been named sales manager of Sylvania Electric Products Inc. for Latin America. He previously had been export sales manager for Latin America for Gillette Safety Razor Co.

PAUL G. ARVIDSON, formerly of WHO Des Moines, has joined WOC Davenport, Ia. as chief engineer.

CHARLES R. WEXLER, former assistant chief engineer for Emerson Radio Co., has been named chief engineer of the electronic division of John Meek Industries, Plymouth, Ind. Homer R. Denius, former chief production engineer for the radio division of Crosley Corp., has been appointed plant manager of the electronic division of John Meek Industries.

CHARLES W. BRAUER, transmitter technician at KDYL Salt Lake City, has resigned to devote fulltime to his own business.

JOE PETERS has rejoined the engineering staff of WMRN Marion, O., following a year with WBNS Columbus, O. Robert Mason Jr., son of Robert Mason Sr., station manager, is a new addition to the engineering staff.

GORDON OLIVE, chief engineer of Canadian Broadcasting Corp., has arrived in England for an inspection of equipment of the CBC Overseas Units now serving with the Canadian forces in Great Britain, Italy and France.

WILLIAM CODDING, chief petty officer, USNR, former studio engineer at WLW Cincinnati, was to leave last week for active duty.

WCBM BLUE

A Quality Station with MASS APPEAL in a RICH MARKET

WCBM

BALTIMORE

The BLUE NETWORK Station

JOHN ELMER, President — GEO. H. ROBBER, General Manager

FREE & PETERS, INC. Exclusive Nat'l. Representatives

WOWO

FORT WAYNE, INDIANA

A Westinghouse Station

To this grateful acknowledgment, expressed by the entire staff of WOWO, we add our sincerest thanks to all those who, because of their deep interest in advertising and broadcasting, served as judges and granted WOWO the series of Awards and Recognitions presented here...

PUBLICITY

Billboard 1944 Radio Publicity Survey. In this Radio Editors' Poll, WOWO was first in its area.

PROMOTION

WOWO won second place among all Clear-Channel Stations, Billboard Promotion Survey.

PROGRAMS

WOWO won First Award 1943-1944 Institute for Education by Radio, Ohio State University, for family-type programs. *Abe Andrews**.

SERVICE

Institute for Education by Radio, Ohio State University, 1943-1944 Award — *Tom Wheeler.*

WAR-EFFORT

"Proudly We Hail" 1944 Honorable Mention, Institute for Education by Radio, Ohio State University.

MERCHANDISING

Quaker Oats, Honorable Mention, All-Station Coverage.

*From WOWO Cradle Of Stars Audition Transcription Library.

Again, the staff of WOWO appreciates this opportunity to call the foregoing to the attention of all advertisers.. and incidentally, if you'd like to get in tune with some of the enthusiasm and spirit that feature the day-to-day operation of WOWO, listen to "Hoosier Hop." It's on the Blue, every Saturday night at 11:00 P.M., E.W.T.

WOWO FORT WAYNE Indiana's most powerful station

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES

The DIARY of an AD MAN
one per cent of a circulation will often make an ad profitable, as the records of direct sales copy will show.
Friday . . . June 19
Wrote a pattern piece of copy that pleased me and the client. That still adds up as a day in which something real was accomplished. Why do so many of us who made our way in this business as copy writers quit writing?

NEW BOOK PUTS SALT ON THE TAIL OF ADVERTISING

The Diary of An Ad Man *by James Webb Young captures the elusive human qualities which make advertising successful.*

When the material in this book first began to appear, week by week, in *Advertising Age*, the reader response to it was immediate, enthusiastic, and voluminous.

Our editorial staff itself could hardly wait for each succeeding installment, and as it arrived it was eagerly passed from hand to hand for advance reading.

For this is a book about advertising—and business—and life—different from any other ever published. In it one of the country's best known advertising men has put down, day by day, for eighteen months, what he saw, did, felt, thought, and read. And put it down with such a gift for words, such wit and wisdom, as will make you want to read and reread this book throughout your life.

As one prominent agency man* wrote me: "Once in a blue moon there appears over the horizon a book about a business which emits flash after flash of penetrating insight. It shoots these illuminating flashes right through that particular business, piercing through the murk of mumbo-jumbo and the underbrush of the basically unimportant.

"*The Diary of An Ad Man* does just that—for a business which, though dealing in intangibles, will find tangible, day-by-day guidance in these pithy case-history experiences, acute observations, and usable suggestions."

About the Author

Jim Young (as he is widely known) has had the kind of career many men long for. He was, successively, office boy, stenographer, and mail order book salesman; then copywriter, branch office manager, and Vice President for J. Walter Thompson Co.; then Professor of Advertising at the University of Chicago, Director of the Bureau of Foreign & Domestic Commerce in Washington, rancher in New Mexico, author and advertising consultant. He is a past president of the American Association of Advertising Agencies and a founder and director of the War Advertising Council. He has traveled widely abroad, and for thirty years has been identified with many of the largest and most successful advertisers in this country and Europe.

The Diary of An Ad Man brings you a distillation of this experience, and of the philosophy which grew out of it. It is a human document of our times, and will, I predict, be referred to in the future as historical source material on the business life of our day. It is a book that will inspire you and excite you; that will make you chuckle and make you mad; that will pay you dividends in usable ideas, stimulated thinking, and pure enjoyment.

I want to put a copy of this fruitful book into the hands of every man who has anything to do with advertising—or hopes to—because I know he will relish both its contents and its handsome format. So I make you this offer: Send me your order for a copy of *The Diary of An Ad Man* today, and if you are not more than satisfied that it is worth all I say, I will refund your money *and you can keep the book.* The price is $3 per copy, postpaid. Send for it now. G. D. Crain, Jr., Publisher, Advertising Age, 100 East Ohio St., Chicago 11, Ill.

**Victor O. Schwab, of Schwab & Beatty*

JACKSON TAYLOR, vice-president of McCann-Erickson, New York, and general manager of the research department, heading copy, market and radio research, has been appointed manager of the agency's Minneapolis office. Recently he has been assistant to the vice-president in charge of eastern operations. Robert B. Donnelly vice-president and manager of the Minneapolis office, has resigned to join the Gardner Adv. Co., St. Louis, where he will handle the Ralston Purina Co. account.

JEAN HARSTONE, until recently assistant director of network promotion for NBC, has joined the public relations staff of Arthur Kudner Inc., New York.

EMERSON FOOTE, president of Foote, Cone & Belding, has returned to New York after 10 days in Los Angeles for conferences with Don Belding, board chairman, on general agency business.

JACK ROCHE, producer of Young & Rubicam, Hollywood, is in New York assigned to summer shows serviced by that agency. He returns to Hollywood with resumption of weekly Blue *Duffy's Tavern* on Sept. 25.

CAROL DAVIS, formerly of Tom Fizdale Inc., New York publicity service, and prior to that on NBC Hollywood publicity staff, has been appointed West Coast publicity director of Benton & Bowles.

LUIS P. DILLON, account executive in the Buenos Aires office of McCann-Erickson, New York, for 10 years, has gone to New York to assume a special assignment in the agency's foreign department.

HUGO SCHEIBNER Inc., Los Angeles, has started a monthly open forum luncheon meeting for agency clients with guest speakers of note in various fields of allied business interests featured.

OSCAR H. ROMAGUERA, head of the radio department in the Latin American division of J. Walter Thompson Co., has left New York to survey markets and advertising media in South and Central America.

LATIN AMERICANS RADIO FOLLOWERS

SOAP OPERAS, audience participation programs and musical variety shows are the most popular types of radio programs in Latin America, according to field representatives of the Latin American radio section of the Office of Coordinator of Inter-American Affairs who spoke at a luncheon given by the Export Advertisers Assn. July 26 in New York. Discussion revealed that institutional advertising is making a good beginning in Brazil, Mexico and Peru.

Estimates on the number of sets in use as given by CIAA representatives for their respective countries, were as follows: Mexico 600,000, five listeners per set; Ecuador 12,000-15,000, six listeners per set; Peru 80,000-100,000, five listeners per set in private homes and 15 listeners per set in restaurants and bars; Paraguay 15,000 sets; Cuba 250,000 sets; Colombia and Uruguay each about 200,000; Venezuela 80,000-100,000; Bolivia 15,000-20,000; Brazil, about 2 million sets (unofficial estimate) with most of them in the Rio-Sao Paula area. Among speakers were 13 field men who have been conferring the last two weeks in New York, following a week's conferences in Washington, before returning to their respective posts in Latin America. CIAA representatives participating included:

John W. G. Ogilvie, CIAA director in Washington; Wilfred S. Roberts, associate director, New York; Jack West Runyon, assistant director, Hollywood; Mrs. Francis McStay Adams, representative for Ecuador; Stewart Ayres, Peru; Mrs. Maria de Burt, Paraguay; Kenneth Campbell, Cuba; Herbert Cerwin, director of information, Mexico; Jaime Garzon, Colombia; Frank Linder and Richard Phillips, Uruguay; Ferney Rankin, director of information for Colombia; Joseph Ries, Venezuela; Hugo Urrutia, Bolivia; John Wiggin, Brazil. Thomas Riley, former television director of Wm. Esty & Co., New York, who will leave shortly to serve as CIAA representative in Chile, also attended.

Halifax License

THE *Halifax Chronicle* is understood to have been issued a license for a 250 w station, although no official announcement has been made yet by the Dept. of Transport, Ottawa. The station has bought equipment in part from CFRN Edmonton. The newspaper had held a construction permit but allowed it to lapse some years ago.

WCBI Columbus, Miss., has sold Arthur Gaeth, MBS commentator, locally to Roy's Drug Store, Columbus Walgreen outlet, for 52 weeks. Program originates at KLO Ogden, Utah, at 11 a.m. EWT Monday-Friday.

18

years of program-planning, development of technical excellence in broadcasting these programs...and of selling to the 417,441 people in the Western North Carolina market's 17 counties...

that's the record of

WWNC 570 KC

Serving Western North Carolina from ASHEVILLE

CBS

DON S. ELIAS, Executive Director

Represented by The KATZ AGENCY.

MAGNIFY YOUR RESULTS WITH ORIGINAL CUSTOM-BUILT RADIO SPOTS

Harry S. Goodman

ENTHUSIASTIC AUDIENCE, composed of G. W. (Johnny) Johnstone (center), director of news and special features for Blue Network, and Arthur Feldman (right) back from London where he was assistant manager of the Blue news office, listen to Blue war correspondent Clete Roberts, recently returned from the Southwest Pacific. Feldman will be transferred to Gen. MacArthur's headquarters.

Radio to Share in RKO Increase in Advertising

RKO Radio Pictures, New York, will increase its use of radio, magazines, trade and daily papers in the coming season, according to S. Barret McCormick, director of advertising and publicity, who addressed delegates to the company's third annual sales meeting at the Waldorf Astoria, New York, last week.

In radio, he said, the spearhead will be RKO's *Hollywood Star Time* on the Blue Network, which by daily mention of film titles on a 184-station hookup is designed to pre-sell RKO products to the public. Listening audience is increasing constantly, he said. Top radio talent will be starred in at least eight films for the 1944-45 season, including Bob Hope, Bing Crosby, Fibber McGee and Molly, Joan Davis, Dennis Day, Dinah Shore, Bob Burns, Frances Langford, Vera Vague, Wall Brown and Lum 'n' Abner.

Blue Meeting

EXECUTIVE and management personnel of the Blue Network Co. left New York last Friday for Schenectady, N. Y., for the Thousand Island Club, near Alexandria Bay, N. Y., for a four-day session. On Friday evening and Saturday morning the group were to witness demonstrations of television at the General Electric laboratories. Sunday and Monday were to be devoted to executive and management meetings at the Thousand Islands Club.

MUST BE ENGINEER TOO, SAYS ROBERTS

CLETE ROBERTS, Blue Network correspondent recently returned from his post at Gen. MacArthur's headquarters, told trade paper and newspaper reporters last week that a radio war correspondent in the South Pacific must be a technician as well as a reporter. Mr. Roberts spoke at a luncheon given in his honor by the Blue Network, prior to his departure Aug. 1 for San Francisco, where he will embark on a new and undisclosed assignment in the Southwest Pacific area.

With Arthur Feldman, former assistant manager of the Blue's London office replacing Mr. Roberts at MacArthur's headquarters, the Blue will be "ready for stepped-up operations in the Pacific", reporters were told by G. W. Johnstone, network's director of news and special features, who will accompany the two correspondents to the West Coast (see photo col. 1).

One of the most discouraging factors for the radio correspondent abroad is the few minutes of time allotted to overseas pickups, according to Mr. Roberts. He described how, on one occasion, he traveled 4,600 miles and broadcast a story which had to be condensed to three minutes. He said radio has won its spurs as a competitor of the press associations in the South Pacific.

ATS Expands Activity

AMERICAN TELEVISION Society, New York, through its president, Dan D. Halpin, announces expanded activities, including distribution of a membership director, development of an active program laboratory, preparation of a bibliography and review of current books on television and establishment of a speakers bureau. Charles Kleinman, of Reeves Sound Service, New York, is executive director of the laboratory. Milton A. Walsh, of the engineering staff of RCA, was named chairman of a new committee on the technical coordination and standards. New chairman of the research committee is Richard Steiner. The 50-week course in television, instituted for engineers of NBC's eastern staff last January, is being duplicated for engineers of the central division, Chicago, O. B. Hanson, NBC vice-president and chief engineer, announced last week.

Rexall Sale to Ayer

UNITED DRUG CO., Boston, has named N. W. Ayer & Son, New York, to handle radio advertising for its semi-annual One-Cent Sale of Rexall drug products. Fall campaign, starting in November, will utilize a series of four quarter-hour discs, tentatively titled *Hollywood Review*, on about 217 stations. Talent includes Bob Benchley, Cass Daley, Charles Butterworth, Harlow Wilcox and Lud Gluskin.

AP

WBRY, Waterbury, Connecticut

. . . think your Telescript presentations are excellent and most helpful in the sale of the fine Telescript features on The AP radio wire.

E. J. Frey
Station Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

NOW Exclusive on KFEL!

"My Views of the News"
Sheelah Carter

KFEL DENVER This is Mutual 5000 WATTS

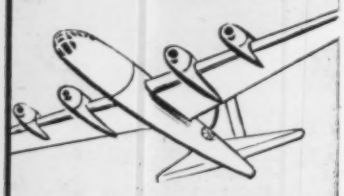
SHEELAH CARTER started her news commentator career as a stand-by for her brother Boake, and then made good with her own commentary, five-days-a-week, over the nationwide Mutual network. Her background of education and travel in England, the European and African continents and elsewhere, qualifies her for making a keen and intelligent analysis of the news... now broadcast exclusively from KFEL. ✱ For a complete presentation on the availability and sponsorship of Miss Carter's broadcasts, consult KFEL Manager, Gene O'Fallon, or ASK A JOHN BLAIR MAN.

WHBQ FLASH TO George Stanton Edna Erickson of McCANN-ERICKSON

We're glad to see Lanteen Laboratories among the many Nationally known manufacturers Selling THROUGH WHBQ

DIXIE'S 24 hour station
Exclusive Memphis Station to Present
ASSOCIATED PRESS NEWS
News Every Hour on the Hour
WHBQ
your MUTUAL friend
MEMPHIS, TENNESSEE
REPRESENTED BY RAMBEAU

IT TAKES 4
2200 H.P. Motors
to Drive a B-29



IT TAKES A
50,000
watt station
in Denver to
sell this market
and the Mountain and Plain
States Region.

KOA is the famous
NBC Station in Denver
and the only one with:

Power (50,000 watts)

Top NBC Programs

Coverage (7 states)

Listener Loyalty
(69%)*

Dealer Preference
(68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally
by NBC Spot Sales
NBC
America's
No. 1 Network

Prices Far Above Stations' Value Cause Durr's Dissent in Three Sales, He Asserts

PRICES which appeared to be many times more than the "net worth" and several times the "net profits" of stations involved caused Commissioner C. J. Durr to dissent in the sales of WJLD Bessemer, Ala., WINX Washington and WQXR New York, he stated in a memorandum released last Wednesday by the FCC.

In view of the speculation and misunderstanding because of his dissent, Commissioner Durr said he wanted to make his position clear. He said a letter by FCC Chairman James Lawrence Fly, addressed July 25 to Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, and Rep. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee, on the increasing prices of stations, indicated there was little disagreement between Commissioners with respect to the seriousness of situation (see page 13).

Following is text of his memorandum:

Memorandum: Re: J. Leslie Doss, transferor, George Johnston, transferee, Bessemer, Ala. (WJLD); Lawrence J. Heller, et al, transferors, Eugene Meyer and Agnes Meyer, d/b as The Washington Post, transferees, Washington, D. C. (WINX); John V. L. Hogan, transferor, New York Times Co. transferees, New York, N. Y. (WQXR and WQXQ).

My reason for voting against approval of the above assignments of license was the same in all three cases. The prices being paid for the stations seemed to me to raise serious questions of law and public interest, and I therefore think that each application should have been set for hearing to ascertain:

(a) Whether or not any part of the purchase price represents payment for a radio channel in violation of Sections 301 and 309 (b) of the Communications Act of 1934, as amended, and,

(b) Whether the amount being invested in the station by transferee will affect the operations of the station in the public interest.

Station WJLD, Bessemer, Ala., is a 250 w station operating on a local channel. The replacement cost of all its physical properties, real and personal, is only $12,269, and the original cost $12,019. The net worth of all of its assets, tangible and intangible, according to its books, is $14,236. For the year 1943, its net income before Federal taxes and without deduction of any salary for the proprietor was $4,966. The purchase price being paid is $106,000, which is more than *seven* times the net worth of the station and more than *twenty-one* times its net profits before Federal taxes.

Station WINX, Washington, D. C., is likewise a 250 w station operating on a local channel but operates with a booster which serves to extend its coverage. The replacement cost of all its physical properties, real and personal, is only $58,492, and the original cost $56,966. The net worth of all of its assets, tangible and intangible, according to its books, is $48,254. For the year 1943, its net income before Federal taxes was $20,186. The purchase price being paid is $500,000, which is more than *ten* times the net worth of the station and more than *twenty-four* times its net profits before taxes.

Station WJLD was first licensed only a little more than two years ago and Station WINX less than four-and-one-half years ago. The purchase price being paid for WJLD represents a profit of nearly 800% on the cost of its physical properties and over 650% on its net worth. The purchase price being paid for WINX represents a profit of nearly 800% on the cost of its physical properties and over 950% on its net worth.

Station WQXR, New York, N. Y., is a 10 kw station and WQXQ is a frequency modulation (FM) station. No figures were before the Commission as to the replacement cost or the original cost of the physical properties involved in the transfer. However, the net worth of all of the assets of the present licensee corporation, both tangible and intangible, is $227,037. For the year 1943, its net income before Federal taxes was $30,320. The purchase price being paid is approximately $1,000,000, which is approximately *four-and-one-half* times the net worth of the licensee corporation and nearly *thirty-three* times its net profits before taxes.

Radio broadcasting is competitive and it is not the function of the Commission to protect either the buyers or the sellers of radio stations from the consequences of the exercise of their own business judgment. However, the Commission does have the responsibility of seeing to it that licensees observe the provisions of the Communications Act and that licenses for the operation of broadcasting stations are neither granted nor transferred unless the public interest will be served. Its responsibility in approving transfers is no less than its responsibility in making original grants of licenses. Section 310 (b) of the Act provides:

"The station license required hereby, the frequencies authorized to be used by the licensee, and the rights therein granted shall not be transferred, assigned, or in any manner either voluntarily or involuntarily disposed of, or indirectly by transfer of control of any corporation holding such license, to any person, unless the Commission shall, *after securing full information*, decide that said transfer is in the public interest, and shall give its consent in writing." (Italics supplied).

Sections 301 and 309(b) of the Communications Act provide clearly that radio channels are public property and incapable of private ownership. It follows that neither the channels nor any right to use them is for sale, either by private individuals or by the Government. The Communications Act provides that they are to be licensed by the Commission, only for limited periods of time, and only to those whom the Commission finds best qualified, by ability and intention, to use them in the public interest. Ability to outbid others in the price offered for a station has no relation to qualifications of this kind.

In each of the three transfers under consideration, the price being paid appears, on its face, to be greatly in excess of any demonstrated value of the properties and business being sold. For what is this excess being paid? Are there elements of value in the transferor's properties and businesses which are not apparent from the information contained in their applications, or are they selling something they do not own and have no right to sell, namely, the use of a radio channel? Moreover, the new licensees are taking on financial loads many times greater than those of the old licensees. All of these stations are commercial stations, and it is reasonable to assume that the purchaser of a commercial station buys with the expectation of earning at least a reasonable return on his investment.

In the present cases, do the transferees regard their purchases as business ventures, or do they intend to operate the stations without regard to profit? If the former, how do they expect to operate the stations so that they will be self-sustaining and at the same time yield a fair business return on investments ranging from four-and-one-half to ten times the investments of the former licensees? Is it anticipated that profits will be increased

(*Continued on page 51*)

A 50,000 watt audience
at a 250 watt rate

C. E. HOOPER *April-May, 1944*

TAKE A LOOK AT THE RECORD *that's all we ask!*

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	14.2	28.1	33.7	24.0
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	28.9	27.6	25.1	17.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	40.6	12.6	36.7	9.7

WGRC *Mutual*

LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION
= 57% OF ITS BUYING POWER

BURN-SMITH · *National Representatives*

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

—•—

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.
CHNS Does—Try It.

Text of FCC Announcement on Transfers of Stations . . .

THE FCC release issued July 25, announcing that House and Senate committees had been asked for suggestions on station transfers, follows:

The FCC yesterday (July 24) asked Congressional direction as to the policy it should follow in passing on the sale of radio stations where the sales prices are far in excess of the going-concern and physical property values of the stations and appear to involve considerable compensation for the radio frequencies themselves.

In identical letters to Senate Interstate Commerce Committee Chairman Burton K. Wheeler and to Representative Clarence Lea, Chairman of the House Interstate and Foreign Commerce Committee, FCC Chairman James Lawrence Fly suggested the "tremendously high prices" which radio stations command in the present market indicates the sellers may be profiting from their lien on a radio frequency which they have been authorized to use under the Communications Act of 1934, but whose ownership under the Act is reserved to the public.

Chairman Fly's letter which cites several such recent transfers of radio facilities, follows in part:

The Congress has had before it proposals to limit the amount of consideration to the value of the physical properties (of radio stations) transferred but no provision of this character has been adopted. The statute does make clear that the frequencies are not in any way the property of the licensees. The Commission has rejected and is prepared to reject any transfer which on its face involves a consideration for the frequency.

The Commission, apparently consistent with Congressional policy, has approved transfers that involve going-concern values, good will, etc.

There remains, however, a serious question of policy and one on which the law is not clear, as to whether the Commission should approve a transfer wherein the amount of the consideration is over and beyond any amount which can be reasonably allocated to physical values plus going-concern and good will, even though the written record does not itself show an allocation of a sum for the frequency.

Our concern in this regard is heightened by the tresmendously high prices which radio stations are commanding in the present state of the market. This is illustrated by the fact that one local station was sold for a half-million dollars and some regional stations are selling for a million or more.

It is the Commission's policy to disapprove of transfers which obviously represent the activities of a promoter or broker, who is simply acquiring licenses and trafficking in them. Under the present state of the law, however, it is not clear that the Commission has either the duty or the power to disapprove of a transfer merely because the price is inordinately high—even though it may well be deduced that a substantial value is placed on the frequency.

In the absence of a clear Congressional policy on this subject, we thought best to draw the matter to the attention of your own Committee and the House Committee on Interstate & Foreign Commerce.

WELI, New Haven, Conn.; 960 kc, 1 kw-LS, 500 w DA-N; 6/27/44; from Arde Bulova and Harold LaFount, transferor, to Harry C. Wilder et al, transferee; $185,000 for 100% of stock.

WIBC, Indianapolis; 1070 kc, 5 kw-LS, 1 kw-DA-N; 5/30/44; from H. G. Wall et al, transferor, to Indianapolis News Publishing Co., transferee; $440,000 for 100% of stock.

WINX, Washington, D. C.; 1340 kc, 250 w, unlimited; 7/18/44; from Lawrence J. Heller et al, transferor, to Eugene Meyer & Co., a partnership; $500,000 for 100% of stock.

WJJD, Chicago; 1160 kc, 20 kw, Limited-KSL; 7/5/44; from H. Leslie Atlass, et al, transferor, to Marshall Field, transferee; $696,000 for 96.6% of stock.

WLBZ, Bangor, Me.; 620 kc, 5 kw, unlimited, DA; 2/1/44; from Thompson L. Guernsey, transferor, to Eastland Broadcasting Co., transferee; $150,000 for 100% of stock.

WMAZ, Macon, Ga.; 940 kc, 5 kw, unlimited, DA; 4/4/44; from E. K. Cargill, transferor, to George P. Rankin Jr., transferee; $120,999 for 41% of stock.

WPDQ, Jacksonville, Fla.; 1270 kc, 5 kw, unlimited, DA-N; 3/14/44; from Ernest D. Black, transferor, to L. D. Baggs, transferee; $180,326 for 60% of stock.

WQXR, New York; 1560 kc, 10 kw, unlimited; 7/18/44; from John V. L. Hogan, et al, transferor, to New York Times Co., transferee; $987,500 for 100% of stock.

KECA, Los Angeles; 790 kc, 5 kw, unlimited, DA-N; 7/18/44; from Earle C. Anthony Inc.; assignor, to Blue Network Co., Inc., assignee; $800,000.

KTOK, Oklahoma City; 1400 kc, 250 w unlimited; 4/18/44; from Oklahoma Broadcasting Co., assignor, to O. L. Taylor, assignee; $150,000.

KBIR, Knoxville, Tenn.; 1240 kc, 250 w unlimited; 1/11/44; from J. W. Birdwell, assignor, to American Broadcasting Corp., assignee; $135,000.

WJLD, Bessemer, Ala.; 1400 kc, 250 w, unlimited; 7/18/44; from J. Leslie Doss, assignor, to George Johnston, assignee; $106,000.

WFTL, Ft. Lauderdale, Fla.; 710 kc, 1[illegible] kw, unlimited, DA-N; 2/29/44; from Ralph A. Horton, assignor, to Fort Industry Co., assignee; $275,000.

(*Continued from page 50*)

it anticipated that profits will be increased through more economical and efficient operations or by increasing the price per unit of time sold, or is it contemplated that a substantial amount, if not all, of the increased profits will have to come from selling more time? If more time is to be sold, will a reasonable amount of the free time still be left for local civic programs, educational programs, the discussion of controversial public issues, and other sustaining programs?

It seems to me that the applications, on their face, point to the need of "securing full information" before the Commission can decide that the transfers are in the public interest.

Far from the least important feature of our American broadcasting system is that the cost of establishing and operating radio stations has been within the reach of qualified individuals and groups having only moderate financial means. In many communities, all presently available standard radio channels are occupied and the only way for a newcomer to get into the field is by the purchase of an existing station. The present inflationary trend in the price of radio stations, if continued, will tend not only to increase still further the already tremendous pressure on sustaining programs but also to push radio broadcasting more and more beyond the reach of any but the well-to-do. Certainly the inflationary trend should not be encouraged by permitting the capitalization of licenses.

790 KC **KFQD** 1000 W
ALASKA BROADCASTING CO.
Nat. Rep: Pan American Broadcasting Company
444 Madison Ave., N. Y. C.

Ask ANY Daytonian

People in the Dayton market are particular, as any Daytonian will tell you. That's why they tune most to WHIO . . . for the fine CBS programs, the interesting local features and complete, reliable news coverage through U.P., I.N.S. and Reuters.

WHIO IS THE DAYTON MARKET

5000 WATTS • BASIC CBS • G. P. HOLLINGBERY CO., Representatives
HARRY E. CUMMINGS, Southeastern Representative

The All Star BUY in Baltimore

WCAO

THE VOICE OF BALTIMORE

★ America's 6th City in Population.
★ Maryland's Oldest Broadcast Station.
★ Columbia Basic Outlet, Since 1927.
★ 5,000 Watts, 600 KC, Day and . . Night.

PAUL H. RAYMER CO.
National Sales Representative
NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

Radio Leads GOP Fund

(*Continued from page 12*)

time to personally looking after Gov. Thomas E. Dewey's speaking engagements.

Members of the Democratic National Committee will meet in New York this week with Paul Porter, publicity director, and J. Leonard Reinsch, Radio Director, to formulate plans for the campaign of President Roosevelt and Sen. Harry S. Truman. Mr. Reinsch, on leave as managing director of the Cox stations, WHIO WSB WIOD, will remain with the Democratic Committee until after the November election.

Programs Cancelled

Commercial programs were cancelled for both the Republican and Democratic Conventions by the major networks and some individual stations. The four nets devoted 151½ hours to the two political conclaves, with the GOP broadcasts totaling 60½ hours. Because of extended sessions at the Democratic Convention, more time was given.

NBC devoted 22 hours, 13½ minutes to the Democratic Convention and 14 hours, 46 minutes to the Republican. Nominations for Vice-President and polling of challenged delegations took 9 hours, 48 minutes.

Mutual carried 22 hours, 30 minutes from the Democratic Convention and 16 hours, 12 minutes from the Republican.

CBS was on the air 22 hours, 34 minutes from the Democratic sessions, as compared to 14 hours, 7 minutes from the GOP meetings.

The Blue gave 26 hours, 39 minutes of broadcast time, including preview programs, to the Democratic Convention and 15 hours, 27 minutes to the Republican.

Cost to the four networks in cancelled commercials, talent rebates and out-of-pocket expenses was estimated at well over a million dollars. Coupled with the cost to the individual stations, some of which arranged for direct pickups at great distances, the overall expense to radio of bringing the two Conventions into American homes was conservatively estimated at $2,000,000.

Each of the networks had several "firsts" or exclusives. Competition was at its peak. Through combined facilities the four major networks carried all general sessions, but other broadcasts, such as interviews, statements by leading Democrats and so on strictly were on a competitive basis, with each net getting its share.

More Shangri-La

Details of how CBS handled the pickup of President Roosevelt's acceptance speech and how the term "Shangri-La" was used to identify the point of origin were disclosed last week. The White House called in Carleton Smith, general manager of WRC Washington and NBC Washington official, and Clyde Hunt, CBS Washington chief engineer, unfolded the Presidential trip and asked what could be done to feed the acceptance speech to the Convention.

Following conferences between network officials and J. Leonard Reinsch, Radio Director of the Democratic National Committee, it was decided that Hunt and Dick Whitman, CBS Washington technician, would go to the origination point. CBS fed the speech by direct wire to its master control room of WBBM Chicago, and thence to the network's master board at Chicago Stadium, where it was distributed to other networks and to the Stadium public address system.

To maintain secrecy as to the President's destination, engineers referred to the origination point as "Shangri-La" in all communications.

KSD Claims a First

Perhaps the true story of "firsts" by individual stations never will be told, but each station had its inning with exclusives and special features, supplementing network and news wire coverage. Competition was keener than at any time in radio's history. Most of the broadcasting representatives had profited by their experience at the GOP conclave and accordingly went to Chicago with a view of doing a top job, sewing up exclusives when possible.

KSD St. Louis claims the honor of first broadcasting President Roosevelt's approval of Sen. Truman as the Vice-Presidential candidate. On the eve of the Convention and a day before the news became general knowledge, the *St. Louis Post-Dispatch* station interrupted a program at 8:17 p.m. Tuesday (July 18) for a special broadcast from the KSD booth at the Convention.

Raymond P. Brandt, chief of the *Post-Dispatch* Washington bureau, announced that the newspaper and KSD had learned exclusively that Mr. Roosevelt would be glad to accept Sen. Truman and believed the

FM AND TELEVISION constituted the topics at a session of CBS affiliates for the 3d District held at the Statler Hotel, Washington, July 26. The broadcasters were addressed by William Lodge, CBS acting director of engineering, and Howard Lane, general manager of station relations. The meeting was one of a series being held over the country to acquaint the network's affiliates with CBS policies on these new services. C. T. Lucy, WRVA Richmond, chairman, presided. Participating (seated, l to r): Jim Robertson, WDBJ Roanoke; W. Woods, WRVA Richmond; Mr. Lucy; Mr. Lane; Mr. Lodge; Mrs. Eve Leonard, WFMD Frederick; Stanton Kettler, WMMN Fairmont, W. Va. Standing (l to r) R. P. Jordan, WDBJ; George Lewis, WCAU Philadelphia; Julias Thiel, WFMD; L. W. Milbourne, WCAO Baltimore; Maj. Laurence Leonard, WFMD; John T. Gelder, WKWK Wheeling; Odes E. Robinson, WCHS Charleston, W. Va.; Robert Hough, WMMN; J. C. Burwell, WMBS Uniontown; Carl J. Burkland, WTOP Washington, CBS owned station; M. L. Jones, WCAO.

Now a *Conclusive Survey*

Figures according to a Robert S. Conlan & Associates coincidental telephone survey on radio listening . . .

Robert S. Conlan & Associates Survey
April 23 through 29, 1944, Inclusive

Summary

Surveyed Monday through Saturday
7:30 a.m. — 10:30 p.m.
Sunday: 12:00 noon — 10:30 p.m.

Entire Survey — Sunday through Saturday

	Morning Periods	Afternoon Periods	Evening Periods	Entire Survey
Basic Calls	14,071	21,906	16,098	52,075
Listening Homes	2,062	3,863	4,892	10,817
Percent of Potential Audience	14.7%	17.6%	30.4%	20.8%

DISTRIBUTION OF LISTENING HOMES AMONG STATIONS:

	Morning Periods		Afternoon Periods		Evening Periods		Entire Survey	
	Rank		Rank		Rank		Rank	
Station B	1st	33.9%	1st	48.6%	1st	48.1%	1st	45.7%
*KTUL	2nd	32.9	2nd	36.7	2nd	32.5	2nd	32.0
Station C	3rd	29.6	3rd	16.8	3rd	15.5	3rd	18.6
Other & DK		3.6		3.9		3.7		3.7

Conclusive figures — figures you can rely on. See Free & Peters today for availabilities and market data on KTUL. With ratings consistently high, it's a doggone good buy!

TULSA'S 5000 WATT COLUMBIA STATION

KTUL

WBNS HAS THE STUFF!

CENTRAL OHIO'S ONLY CBS OUTLET

ASK ANY BLAIR MAN OR US!

Missourian would add "real strength" to the ticket. Combining newspaper methods of reporting with radio showmanship, KSD and the *Post-Dispatch* had a staff of 12 at the Convention, including the station's own commentator and program director and members of the paper's Washington, state and editorial staffs. Afternoon and evening special broadcasts added to KSD's regular NBC coverage.

WKY Interviews Kerr

WKY Oklahoma City sent Jack Lovell, chief engineer, and Dow Mooney, news editor, to Chicago for daily pickups. Preceding the Convention, Gov. Kerr and Oklahoma delegates were interviewed July 18. Throughout the Convention WKY broadcast special programs day and night.

KWK St. Louis piped in two special broadcasts, 8:45 a.m. and 7:15 p.m., during the sessions, with Ray E. Dady, station manager, handling details. Mr. Dady also served with the Mutual staff.

KOY Phoenix, Ariz., and the Arizona Network, comprising KOY KTUC KSUN, had the services of a delegate in Ray Busey, KOY commentator. Mr. Busey originated daily broadcasts through facilities of WLS Chicago, handling the programs when he wasn't in conferences and attending the convention as a delegate from Arizona.

Two KMOX Studios

KMOX St. Louis, with studios both at the Stadium and Stevens Hotel, did six direct pickups daily, featuring Mississippi Valley political leaders. Among the notables heard over KMOX were Robert Hannegan, Democratic National Chairman; Sen. Truman, Sen. Bennett Champ Clark, Sen. Scott Lucas, Rep. Clarence Cannon, Convention parliamentarian, and Harry W. Flannery of KNX Hollywood, former KMOX news director. KMOX staff included Francis Douglas, news director; W. R. Wills, analyst; Katherine Darst, St. Louis newspaper columnist; Gordon Sherman, engineer, and Arthur Casey, supervisor. The special broadcasts supplemented CBS coverage and duplicated coverage of the Republican Convention, according to Merle S. Jones, general manager.

Rajah on WTMV

WTMV East St. Louis, Ill. has signed Rogers Hornsby, onetime star ballplayer, manager and electee to the Baseball Hall of Fame, to present a nightly program, *Rogers Hornsby Reviews the Game*, during which he discusses inside dope on what happened on the diamond and why during home games of the league leading Cardinals and Browns. Hornsby, known as the "Rajah of Swat" in bygone days when he established an alltime batting record, was manager of the St. Louis Cardinals in 1926 and later managed the Browns until 1937.

WING Dayton and WIZE Springfield, O., set up studios in both the Stevens and La Salle Hotels, the latter headquarters of the Ohio delegation, as well as the Stadium, for three broadcasts daily, beginning July 18. Programs also were fed to WKRC Cincinnati, WCOL Columbus, WHK Cleveland, and WKBN Youngstown. In charge of operations was Lin Mason, WING program director. Attending the Convention from WING and WIZE also were Charles Sawyer, owner, and Pat Williams, general manager. When Mr. Mason presented Mrs. Dorothy Vredenburgh, secretary of the Democratic National Committee, he interviewed her not about politics alone but about her home, her victory garden and how she keeps up her political work and still does a fulltime job as a housewife. For that broadcast WING and WIZE received scores of commendations from interested women listeners.

The Cowles stations, KRNT, KSO WNAX, claim a new record in on-the-spot coverage as a result of direct pickups from the Democratic Convention. The Des Moines stations, KRNT-KSO, broadcast nine newscasts daily during the sessions and one 15-minute interview show. WNAX did five newscasts and a quarter-hour a day.

KRNT and WNAX also carried a half-hour discussion on Convention eve when Jake Moore, Vice-President Wallace's manager, announced that Richard Mitchell, Democratic candidate for Governor of Iowa, would nominate Mr. Wallace for reelection. The Cowles stations thus claimed a 24-hour beat over news wires and networks on the Moore announcement.

Stanley Dixon handled interviews with prominent political leaders. Handling newscasts were Glen Law of the Des Moines stations, Arthur Smith and Whitey Larsen of WNAX and Joe Ryan, editorial director of KRNT-KSO.

Chicago Stations

WBBM Chicago, in addition to CBS coverage, broadcast 12 quarter-hour periods direct from Convention headquarters at the Stevens Hotel and Stadium. Most of the special features were conducted by Robert F. Hurleigh and Alvin J. Steinkopf, WBBM news analysts; John Harrington, newscaster, and Val Sherman, chief announcer.

WIND Chicago did a special broadcast *Convention Summmary* each night during the assembly, interviewing various leading Democrats, all natives of Illinois.

Reporting the Convention was "old stuff" to WGN, according to Manager Frank P. Schreiber, who disclosed that the *Chicago Tribune* station has covered the major po-

British Ad Expense

BRITISH Government spent a total of $2,178,060 for advertising in newspapers, magazines and trade publications in the first three months of 1944, according to figures received by J. Walter Thompson Co., New York, from its London office. The total is $59,371 less than the amount spent during the period in 1943. National Savings Committee made the largest expenditure, accounting for over 25% of this year's for the first quarter, followed by the Ministry of Food, which represented about 22% of the total advertising outlay. A total of $903,942 was spent in London newspapers alone, with $818,746 going to the provincial and suburban press and the balance to magazines, trade and technical press.

IF YOU SELL

FOOD

(OR FURS OR FUSES)

ASK YOUR DISTRIBUTOR ABOUT

KDAL, DULUTH

Duluth is among the first 100 cities in America. The nine-county KDAL primary area (the largest primary area of any of the stations at the Head-of-the-Lakes) contains 376,723 people who spend nearly $130,000,000 annually. *You* figure out how many carloads of soup and salad-oil that means!

Thanks to its favorable 610 frequency, KDAL's 1000 watts puts a stronger signal throughout this market than any station, *anywhere*. For instance, an independent coincidental daytime survey made in Virginia, Minnesota (60 miles from Duluth, and with an NBC station of its own) showed that KDAL had more than nine times the audience of the other Duluth station, with more than 70% as large an audience as the local Virginia NBC station!

KDAL, Duluth, is the buy for the Head-of-the-Lakes. Don't take our word for it. Ask your local distributor. He *knows*—and ten to one he'll say "KDAL"!

1000 WATTS . 610 KC . CBS

FREE & PETERS, INC., Exclusive Representatives

WHEN YOUR PLANS CALL FOR SPOTS
CALL FOR A JOHN BLAIR MAN
JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

litical conventions since 1924, when President Coolidge and Charles Gates Dawes were the Republican nominees at the Cleveland Convention. That same year WGN covered the Democratic Convention in Madison Square Quarden, New York.

WLS began its coverage July 16 with a special broadcast in which Julian Bentley, news director, and William R. Cline presented the station's news policy with reference to its reporting. Daily broadcasts from then until the Convention closed featured prominent Democratic leaders, both men and women. WLS personnel taking part in the special features were, besides Messrs. Bentley and Cline, Martha Crane, Helen Joyce, John Strohm, managing editor of the *Prairie Farmer*; Pat Buttram, comedian.

Alva Swain, veteran Colorado newsman who was special correspondent for KLZ Denver, has covered both major political conventions every four years since 1900, missing only President Wilson's nomination in 1916 because of illness. He also has covered two Populist, three Socialist and four Prohibitionists national conventions. Mr. Swain filed direct wires to KLZ.

KCMO Kansas City claimed a scoop when its correspondents at the Convention phoned a prediction at noon Wednesday that Sen. Truman would be nominated for the Vice-Presidency on the second ballot. KCMO carried the bulletin on its 1 p.m. newscast the same day.

COLUMBUS ADDED TO CROSLEY FMs

CROSLEY Corp., licensee of WLW Cincinnati, last week filed with the FCC for a new FM station in Columbus, O., on 46,500 kc and coverage of 12,400 sq. mi. Estimated cost is $200,000 to $225,000. Crosley already has applied for FM facilities at Cincinnati and Dayton.

WJTN Jamestown, N. Y. requests a new FM station on 46,100 kc with 10,352 sq. mi. coverage. A $39,560 estimated cost is given. The Globe-Democrat Publishing Co., St. Louis, publisher of the *Globe-Democrat*, has filed for a new commercial television station on Channel 1. KGER Long Beach, Cal. also seeks a commercial television outlet on Channel 7 for Los Angeles. Channel 2 is sought by WFBM Indianapolis in its petition for a commercial television station.

New standard local station is sought by Reed D. Smith, who has been in the newspaper field for the past 15 years, to be located in Charleston, W. Va. Facilities asked are 1400 kc with 250 w and unlimited time. Dr. Jose M. Rodriquez Quinones and Jose M. Sepulveda, doing business as Paradise Broadcasting Co. Arecibo, Puerto Rico, have filed for a new standard station. Application was returned for filing on a new form.

Anthony Files for FM

E. ANTHONY & SONS, licensee of WNBH New Bedford and WOCB West Yarmouth, Mass., last week filed for a new FM station to be located at Mt. Asnebumskit, Paxton, Mass. Facilities asked are 43,400 kc with 19,650 sq. mi. coverage. Estimated cost is set at $141,000. Studios for the outlet would be located in Boston, according to the application. FM application for the New Bedford area was reinstated last April.

OWI reported last week that enlistments in the Women's Army Corps have shown a distinct upward trend in recent months. An active duty strength of 77,000 in the WAC as of July 1 was cited in War Dept. figures which showed an increase of 3,500 over the 73,435 on active duty on June 1. WAC enlistments are currently at the rate of about 4,000 a month, according to the report.

Dies Probe

(*Continued from page 14*)

Division, PAC, and formerly of the National Youth Administration, to J. L. Hood, Pocatello, Ida., regarding the Idaho primaries, which said in part: "Am working on possibility of getting Winchell, Pearson and others to mention primaries."

The Dies report charged that the PAC was responsible for the defeat of Sen. D. Worth Clark (D-Ida.) for renomination.

Among telephone calls to Government agencies listed were 13 to David K. Niles, Presidential confidant, and to the OWI, WPB, FCC and 22 other agencies.

WGN-AFRA Fee Dispute Slated for Arbitration

DISPUTE which arose last week between the American Federation of Radio Artists and WGN, *Chicago Tribune* station, over payment of commercial fees on sustaining programs promoting the newspaper, will be arbitrated following decision on a site for hearings, it was learned last week.

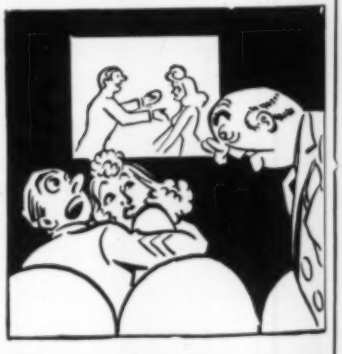
Both the Chicago Mutual outlet and AFRA have filed their reasons for desiring arbitration in New York or Chicago. Should the dispute develop into an AFRA-Mutual case, the union would have to negotiate individually with MBS outlets as WGN in its argument for a Chicago hearing claimed that it was not bound by AFRA and Mutual contract as each affiliate is individually operated.

Frank A. Eaton

FRANK A. EATON, 57, account executive of Foote, Cone & Belding, New York, the last six months, died Thursday at his home in New York. A native of Toronto, Mr. Eaton for many years was rotogravure editor of the old *New York Tribune* and later the *Herald-Tribune*. In 1925 he became vice-president of Underwood & Underwood. In recent years he had served on various magazines. Mr. Eaton became advertising and publicity director of RKO Radio Pictures in July 1942, leaving that post to join Foote, Cone & Belding. He leaves his widow, three sons, a brother and a sister.

DIRECT-CUT COPIES
OF YOUR RECORDINGS
33⅓ RPM transcriptions for broadcast or audition use.
24 HOUR SERVICE
— packaged and shipped to your station list from Chicago.
Aluminum based material available where transcriptions can be returned after use.
Write for complete details and prices.
L. S. TOOGOOD RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

KROD
BUILD BUSINESS in the prosperous, progressive
EL PASO, TEXAS
Southwest
by using the station that's heard all over the important and otherwise radio isolated market.
KROD — a CBS Station
600 kc — 1,000 Watts
Dorrance Roderick, Owner — Val Lawrence, Manager
Howard H. Wilson Co.
National Representatives


"Might I suggest you turn on WFDF Flint—at home?"

FM Panel Width Studied by RTPB

Possible Reduction From 200 To 100 kc Is Considered

RADIO Technical Planning Board moved closer to its final recommendations to the FCC on frequency allocations last week as the result of two important panel meetings held in New York. Panel I on Spectrum Utilization met last Monday under the chairmanship of Dr. Alfred N. Goldsmith, and Panel II on Frequency Allocation convened all day Thursday with Dr. C. B. Jolliffe, of RCA Victor division of RCA, as chairman.

In the Monday meeting specific proposals on the width of the FM channel were drawn up and then submitted to Panel II at the Thursday meeting. The latter meeting considered frequency needs between 30 and 300 mc. Services within those frequencies include standard broadcasting, FM, television, point-to-point, emergency service (police, fire, etc.) and marine. Representatives of all 13 RTPB panels presented to Panel II last Thursday recommendations of each panel on the needs of the various services. It is the job of Panel II to reconcile conflicts of service needs, and to present to the full board the recommendations. These proposals are expected after the Panel II meeting in New York Sept. 8.

As the RTPB goes into the final phase of its proposals on frequency allocations to the FCC, the panel meetings are being watched with great interest, especially the final recommendations on FM and television allocations. One group feels that the FM band should be widened and television allocated more room in the higher frequences, while on the other hand there is another contingent that feels the FM band should be reduced along with a channel width reduction from 200 to 100 kc.

The final draft of the RTPB recommendations, along with minority reports, will probably be in the hands of the FCC by Oct. 1, a little more than a year after the RTPB was organized.

NBC Host to FCC

MEMBERS of the FCC last Wednesday night were guests at an informal dinner at the Mayflower Hotel, Washington, given by Niles Trammell, NBC president. Present were Chairman Fly and Commissioners Case, Walker, Jett, Wakefield and Durr. Mr. Trammell, Frank E. Mullen, NBC vice-president and general manager, and Frank M. Russell, vice-president in charge of Washington activities, were hosts. NBC's plans on postwar operation, including television and FM service, were recounted informally, it is understood. The purpose of the dinner was to permit the NBC executives to talk to all Commissioners at the same time regarding future radio developments. Both FCC members and NBC officials declined comment.

WGCM Transfer Asked

APPLICATION was filed with the FCC last week for voluntary assignment of license of WGCM Gulfport, Miss. from WGCM Inc., licensee corporation owned by Hugh O. Jones and William E. Jones, to a partnership including their father, James O. Jones, for the sum of "$10 and other considerations". The three also operate the James O. Jones Adv. Co., New Orleans, engaged in newspaper and magazine advertising.

Awarded Citation

NATIONAL Federation of Press Women, at its annual convention in Chicago July 29, voted to award a certificate of merit to Helen J. Sioussat, CBS director of talks, for her work as editor of *Talks* magazine, a digest of CBS speeches. Federation also announced awards for six network religious programs [BROADCASTING, July 17].

P/O Dick Irvine

PILOT OFFICER Dick Irvine, Royal Canadian Air Force, former announcer at CJKL Kirkland Lake, Ont., was killed in action during the liberation of France.

WTTM Joins NBC

WTTM Trenton, N. J., on Aug. 1 joins NBC as a basic supplementary outlet. Owned by Trent Broadcasting Corp., WTTM operates on 920 kc with 1,000 w.

AD MEN, AGENCIES HAIL CAB EXPANSION

FAVORABLE reaction by advertisers and agencies to its first 81-city program report of two months ago [BROADCASTING, May 8, 1944] was announced last week by the Cooperative Analysis of Broadcasting, Inc., New York. The CAB's expansion in sample, and sevenfold expansion in amount of audience data available to members required a great increase in budget expenditures, CAB reported. A 100% renewal endorsement was received from the program producers and station representatives who were CAB members.

Greatest approval from members and advertisers has been for the willingness of the CAB to break with the past. Three chief features of this change have been:

1. 160% increase in the interviewing sample (now over 7,000,000 calls yearly).
2. New list of 81 interviewing centers.
3. Distribution of the new 81-city sample according to population of all cities 50,000 and over.

The CAB is a cooperative membership research organization directed by a Board of Governors nominated by the Assn. of National Advertisers and the AAAA. Members of the Board are: Chairman, D. P. Smelser, Procter & Gamble Co., John L. Bogert, Standard Brands, George H. Gallup, Young & Rubicam, treasurer, Robert B. Brown, Bristol-Myers Co., Bernard C. Duffy, BBDO, L. D. H. Weld, McCann-Erickson, A. W. Lehman, president, and George H. Allen, manager and secretary.

Tops With Engineers

Lehigh vertical radiators for years have been the preferred tower for outstanding performance.

Lehigh is now producing for Victory. After Victory, for FM, AM or television . . .

BUY LEHIGH

•

Radio Division

LEHIGH

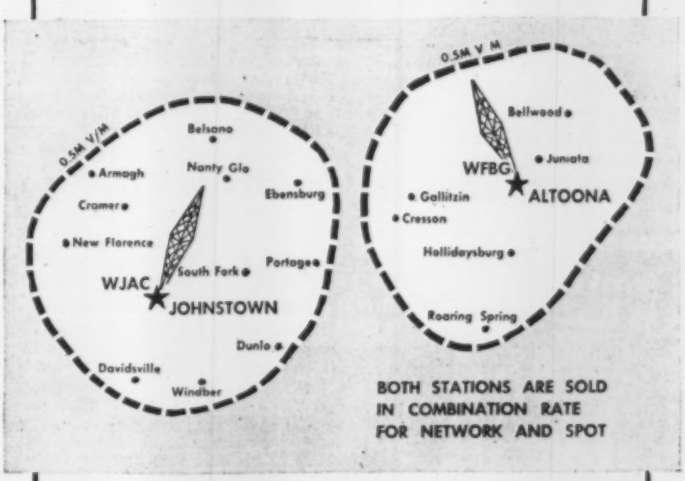
STRUCTURAL STEEL COMPANY

17 BATTERY PL., NEW YORK 4, N. Y.

Plant at Allentown, Penn.

Offices in Principal Cities

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives

HEADLEY-REED COMPANY

New York, Chicago, Detroit, Atlanta, San Francisco

REACH THE *Active* SALT LAKE MARKET
THROUGH
KDYL
UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

JOHN BLAIR & CO. National Representative

Cover the Rich Lehigh Valley

WEST
EASTON, PENNA.
NBC Mutual

BLUE NETWORK
WFMJ
YOUNGSTOWN, O.

28th
U. S. METROPOLITAN DIST.
MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago,
Detroit, Atlanta
San Francisco

WRGA
MUTUAL
Rome
GEORGIA

Postwar FM Wants Placed at 5,000,000

Crossland of GE Tells Music Group of $60 Price

FIVE MILLION FM receivers, which will sell for about $60, will be on the market within 18 months after the war, predicted H. A. Crossland, manager of sales, receiver division of the General Electric Co., Schenectady, N. Y., in a talk before the National Assn. of Music Merchants Convention held at the Palmer House, Chicago, July 24-26. Commercial color television is five or ten years away, Mr. Crossland stated, and maintained that a good sound and picture receiver would cost approximately $200.

Referring to General Electric's future production plans, Mr. Crossland said, "Our plans call for FM receivers in all but the lower priced brackets. We believe that our first postwar line, produced under restricted conditions will consist of FM models to the extent of approximately 20% by units and 60% by dollar volume. While this may appear to be low, it must be remembered that in normal times, judged by prewar standards, the small five-and-six tube set comprised between 60 and 70% of all sets produced. Omitting these small inexpensive sets from the picture, we expect our postwar line to consist of FM sets to the extent of 80 to 90% of all remaining types.

Cheap Sets Too

"This does not necessarily mean that FM will be confined to the higher priced sets. We believe that it is possible to produce AM-FM receivers with excellent performance at the present time that would retail at $60 based on prewar prices. To reduce prices below this figure and at the same time maintain high levels of performance which FM receivers must have is not going to be an easy job. We think, however, that it can and will be done."

Video Labor Snarl

WITH Hollywood Local 40 IBEW officials lodging complaint on use of IATSE technicians by RKO Radio Pictures Inc., in conjunction with experimental television operations on W6XAO, film studio has cancelled its scheduled tests. Tieup with Don Lee Broadcasting System's television station had provided for weekly telecasts utilizing W6XAO engineers, technicians, talent, directors and writers. Union officials pointed out that while television station comes under IBEW jurisdiction, film studio had planned to supplement technical staff with studio IATSE technicians. RKO has abandoned further experimental telecasting, it was said, until union jurisdiction has been settled.

FEDERAL TRADE Commission has cited two firms, Lewis & Conger and C. W. Products, both in New York, in a complaint charging them with misrepresentation in the sale of "Foxhole Pillows" which the companies advertise as affording soldiers more comfort than any article they may carry into combat. Twenty days are granted the respondents to answer the complaint.

15 AND 20-YEAR members of the station, celebrating WGN Chicago 20th anniversary this month, are (seated l to r): Katherine Roche, day traffic manager; Edward Carstens, studio engineer; Clyde White, assistant chief engineer; Lily Mauer, chief of continuity typists. Standing: G. William Lang, acting chief engineer; Reed Myers, sales executive; Robert Sibold, studio engineer. Other 15 to 20 year vets, not in the picture, are: Rose Mason, secretary; James Turner, transmitter engineer; Lt. Comdr. Carl Meyers, chief engineer on leave.

Table Products Show

TABLE PRODUCTS Co., Oakland, Cal. (Nu-Made mayonnaise), on July 30 started sponsoring a weekly half-hour variety-musical type program, *Star Dust*, on 39 Don Lee Pacific stations, Sunday, 8:30-9 p.m. (PWT). Contract is for 52 weeks. Hoagy Carmichael, song writer-musical director, will be featured with a 17 man specialty band. Harry Evans, fan magazine writer, will share m.c. duties. Talent will include the Thrasher Sisters, vocal trio. Walter Snow is producer of Foote, Cone & Belding, Hollywood, agency servicing account.

Board Selects Script

WRITERS' WAR BOARD has selected as script-of-the-month for August a radio adaptation by Richard McDonagh, NBC script manager, of George Creel's book *War Criminals & Punishment*. Script was presented on *Words at War*, sponsored on NBC by S. C. Johnson & Son, Racine, Wis.

Lockheed Change

LOCKHEED AIRCRAFT Corp., Burbank, Cal. (institutional), with completion of its eight-week contract, on Sept. 9 shifts the weekly half-hour mystery-comedy, *The Man Called X*, on 70 CBS stations, Monday, 9:30-10 p.m. (EWT) to Blue stations, Saturday, 10:30-11 p.m. (EWT). Firm on July 10 took over second half of *Lux Radio Theatre* hour on CBS stations for eight weeks during summer period while that program is off the air. Herbert Marshall, film and stage star, is featured. Gordon Jenkins is musical director, with William N. Robson assigned producer of Foote, Cone & Belding, Los Angeles, agency servicing account.

Keystone Adds 3

KEYSTONE Broadcasting System, New York, transcription network, has added to its affiliates three more stations, WJZM Clarkesville, Tenn.; KROS Clinton, Ia., and KWFC Hot Springs, Ark., all 250 w outlets.

Do You Know
Ultra low-drift Crystals are now available for prompt shipment to Broadcasters

HOLLISTER CRYSTAL CO.
Boulder Colorado

TWO SEEK AM CPs; KRBC, KENO FILE

JOE L. SMITH Jr., operator of WJBK Beckley and WKWK Wheeling, W. Va., last week applied to the FCC for a new standard local station to be located in Charleston, W. Va. and to operate unlimited time on 1400 kc with 250 w.

A new local outlet is also sought for Sacramento, Cal. by Lincoln Dellar, general manager of KSFO San Francisco and part-owner of Muzak Co., San Francisco, which services restaurants, hotels, etc. with recorded music. Facilities asked are 250 w on 1340 kc, unlimited time.

New FM stations are requested by KRBC Abiline, Tex. and KENO Las Vegas, Nev. Facilities asked for Abiline are 45,700 kc, 6,936 sq. mi. coverage. Estimated cost is $25,000. Frequency of 49,500 kc is asked for Las Vegas. Coverage is 560 sq. mi. and estimated cost is $8,500.

School District of Clayton, Mo. has applied for a new noncommercial educational station.

Ayer Names Sanford

HERBERT SANFORD, assistant to H. L. McClinton, vice-president in charge of radio of N. W. Ayer & Son, New York, has been named manager of the Hollywood office. Mr. Sanford and Mr. McClinton leave for the West Coast Aug. 4, Mr. McClinton returning east after several weeks.

Trout for Rem

MARYLAND Pharmaceutical Co., Baltimore, extensive user of spot radio, adds a network program to its advertising schedule for Rem Sept. 23 with sponsorship of Bob Trout news on 19 CBS stations, Saturday 6:55-7 p.m. Agency is Joseph Katz Co., Baltimore.

Smith Bros. Expands

SMITH BROS., Poughkeepsie, N. Y., in an expanding campaign for cough drops and cough medicine to start Oct. 4 and to continue for about 20 weeks, will use 15-second chain break announcements on some 100 stations throughout the country. Stations will have a minimum of five announcements weekly. Agency, J. D. Tarcher & Co., New York, expects to add more stations shortly.

Plane Hits Tower

KHUB Watsonville, Cal. stayed on the air despite having the top 25 feet of its transmitter tower bent double when a Navy plane crashed into it a fortnight ago, killing the pilot. Harvey Degering, chief engineer, was witness to the accident.

Egolf Deposition Okayed

AN ORDER to take depositions of Willard Egolf, NAB public relations director, with reference to the NAB Code, was granted last Wednesday by Commissioner Norman S. Case, sitting as motions chairman, in the petition of the UAW-CIO, alleging that WHKC Columbus, O., was not operating in the public interest. The CIO was denied a request for issuance of a subpena *duces tecum* for Mr. Egolf to appear Aug. 15 at a hearing before the FCC on its petition, which asks the Commission to reconsider the WHKC license grant. Depositions will be taken Aug. 9. The CIO has charged that WHKC, in deleting portions of a speech for broadcast, did not operate in the public interest.

Bolton Joins KTBC

PAUL BOLTON, well-known Texas newspaperman, has been appointed news editor of KTBC Austin, Tex., it was announced last week by Pat Adelman, general manager of the station. For the past several years Mr. Bolton has been chief of the Austin INS Bureau and has served as *Time* and *Life* correspondent for Texas politics.

Wills Sponsored

DAVID WILLS, author and political analyst, will be sponsored on WMAL Washington by Thompson's Dairy, 7:45-8 a.m. Claude Mahoney, who succeeded Earl Godwin on the Thompson period, on Aug. 3 joins the commentator staff of WTOP Washington. He will be heard 7:40-7:50 a.m. and possibly in the evening. Thompson agency is Lewis Edwin Ryan, Washington.

IN GREAT BRITIAN and Northern Ireland, where purchasers of radio sets pay a yearly license fee, the licensees now total 9,500,000, a new record.

TUHY AFFILIATES WITH LAW FIRM

STEPHEN TUHY Jr., FCC broadcast attorney, resigned effective Aug. 4 to become associated with the Washington law firm of Hayes & Hayes. He will join the firm, which headquarters in the Munsey Bldg., in September.

Mr. Tuhy

A member of the FCC's law department since June 1936, Mr. Tuhy began his work with the Commission in January 1935 as a senior clerk in the accounting department. He is a graduate of George Washington U. Law School and is married and has four children.

Mr. Tuhy's duties have been in connection with assignment of all types of broadcast applications, assignment of licenses, transfers of control, applications for construction permits to erect new stations, and changes in existing station facilities. He also has served as counsel for the FCC in broadcast hearings.

Mr. Tuhy was admitted to practice before the U. S. District Court and Court of Appeals in the District of Columbia in 1935 and was admitted to the U. S. Supreme Court in 1940.

"But we have six better ways to get Atlanta folks to tune to WAGA!"

CAR CARDS, BILLBOARDS, ANNOUNCEMENTS, NEWSPAPER ADVERTISING AND PUBLICITY AND THE WA-GAZETTE

WTCN

MINNEAPOLIS -- ST. PAUL

WTCN ★ WTCN

COVERS

66

MINNESOTA-WISCONSIN

COUNTIES

(DAYTIME)

WTCN ★ WTCN

With a total of

2,352,742

AVAILABLE

LISTENERS

WTCN ★ WTCN

WRITE

WIRE

PHONE

FOR AVAILABILITIES

WTCN ★ WTCN

WTCN

. . . 1280 ON YOUR DIAL

MINNEAPOLIS - ST. PAUL, MINNESOTA

FREE AND PETERS

National Representatives

A Proven Sales Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own hunches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

IN WBNX SERVICE AREA THERE ARE:

2,450,000	Jewish Speaking Persons
1,522,946	Italian Speaking Persons
1,236,758	German Speaking Persons
661,170	Polish Speaking Persons
200,000	Spanish Speaking Persons

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JULY 22 TO JULY 28 INCLUSIVE

Decisions . . .

JULY 22

KNOE Inc., Monroe, La.—Adopted order continuing hearing scheduled for July 24 to Aug. 7 in re application for CP.

JULY 24

KFEQ St. Joseph, Mo.—Granted CP move formerly licensed exciter unit and use as auxiliary transmitter with 250 w DA-DN.

WENT Gloversville, N.Y.—Granted license to cover CP new standard station.

Crosley Corp., Dayton, O.—Placed in pending file application for new FM station.

Gannett Publishing Co., Augusta, Me.—Same.

Wylie B. Jones Adv. Agency, Binghamton, N. Y.—Same.

Pawtucket Broadcasting Co., Pawtucket, R. I.—Same.

Philadelphia Inquirer, Division of Triangle Publications, Philadelphia—Same.

Tampa Times Co., Tampa, Fla.—Same.

Times Herald, Washington, D. C.—Same.

WMIN St. Paul—Same.

JULY 25

KQV-WJAS Pittsburgh—Granted petition for further postponement of effective date of Sec. 3.35 to Oct. 1, 1944.

KMTR Hollywood—KIEV Glendale, Cal.—Granted 30 day extension of licenses.

WSPA Spartanburg, S. C.—Granted 30 day extension of license.

KFDM Beaumont, Tex.—Granted license renewal.

WDBJ Roanoke, Va.—Designated for hearing license renewal application.

WCSH Portland, Me.—Granted license renewal.

KHJ Los Angeles—Same.

KQW San Jose, Cal.—Same.

WFMD Frederick, Md.—Same.

WSAZ Huntington, W. Va.—Same.

KROW Oakland, Cal.—Designated for consolidated hearing license renewal application, to be heard with application of KSFO San Francisco.

KTMS Santa Barbara, Cal.—Granted extension special service authorization to permit broadcasting under control and direction of Pacific Coast Maritime Industry Board as public service without charge of information to longshoremen, for period 8-1-44 to not later than 7-31-45.

KFXD Nampa, Ida.—Granted vol. assgn. license from Frank E. Hurt as individual to Frank E. Hurt & Son, partnership. No monetary consideration.

KJR Seattle, Wash.—Designated for consolidated hearing license renewal application with application of KOMO.

KFAB Lincoln, Neb.—Directed special service authorization for synchronous operation with WBBM Chicago from sunset at Lincoln to 12 midnight, expiring 8-1-44, be further extended upon temporary basis only for period ending not later than 10-1-44; conditions.

WBBM Chicago—Same re above.

WWDC Washington—Granted extension of authority for waiver Sec. 2.53 and 13.61 of Rules so as to permit operation of synchronous amplifier by remote control from main transmitter for period 8-1-44 to not later than 10-1-44; conditions.

WHOM Jersey City, N. J.—Granted transfer control from Paul F. Harron, Joseph Lang, Margaret Barron and Helen R. Lang to Iowa Broadcasting Co. through transfer 2,500 sh (100%) issued and outstanding capital stock for approximately $403,528.63.

KSO Des Moines—Granted vol. assgn. license from Iowa Broadcasting Co. to Kingsley H. Murphy for $275,000.

KFJI Klamath Falls, Ore.—Granted transfer control from George Kincaid, executor of will of John A. Kincaid, deceased, to George Kincaid. No monetary consideration involved.

Georgia Broadcasting Co., Savannah, Ga.—Designated for consolidated hearing application for new standard station with applications of A.C. Neff, Savannah, for new station, Chatham Broadcasting Co., Savannah, for new station and WGPC Albany, Ga., for move to Savannah and change frequency.

A. C. Neff, Savannah, Ga.—Same re above.

WGPC Albany, Ga.—Same.

JULY 26

WHKC Columbus, O.—Granted order for UAW-CIO to take depositions; denied issuance of subpoena *duces tecum*.

WARC Rochester, N. Y.—Granted petition for leave to amend application.

James F. Hopkins Inc., Ann Arbor, Mich.—Granted motion for leave to amend application for new standard station so as to request 1600 kc 250 w unlimited, subject to use of 1 kw with DA when materials become available; also dismissal of application, as amended, from hearing docket; conditions.

Washtenaw Broadcasting Co., Ann Arbor, Mich.—Adopted order granting petition for 30 day continuance of hearing in re application for CP; hearing continued to Aug. 25.

Applications . . .

JULY 22

Crosley Corp., Columbus, O.—CP new FM station, 46,500 kc, 12,400 sq. mi., $200,000 to $225,000 estimated cost.

WFLA Tampa, Fla.—Mod. CP authorizing increase power and changes in DA-N for extension completion date from 8-1-44 to 9-15-44.

WFBM Minneapolis—CP new commercial television station, Channel 2.

KGCU Mandan, N. D.—Vol. transfer control from J. K. Kennelly and T. G. C. Kennelly (joint owners), J. K. Kennelly and Palace Theatre Co. to W. S. Russell, H. S. Russell, W. R. Russell, H. W. Lanterman, A. M. Femrite, W. H. Walton and F. M. Foster.

W9XLA Denver—CP change from experimental hf to Temp. Class 2 hf station, change 25,400 kc to 43,500 kc or any frequency designated by Commission, change 100 w to 1 kw, install new transmitter and change emission from A3 to special, amended to request 43,500 kc and change from Temp. Class 2 to a Developmental station.

Reed D. Smith, Charleston, W. Va.—CP new standard station, 1400 kc 250 w unlimited (returned, incomplete).

Paradise Broadcasting Co., Arecibo, P. R.—CP new standard station, 1340 kc 250 w unlimited (returned, obsolete form).

JULY 24

W9KEK Eastwood, Ky.—License to cover CP authorizing new developmental station.

WRLD West Point, Ga.—License to cover CP as modified authorizing new standard station.

Lincoln Dellar, Sacramento, Cal.—CP new standard station, 1340 kc 250 w unlimited.

JULY 26

General Television Corp., Boston—CP new experimental television station, Channel 1, formerly licensed under W1XG (resubmitted).

Southern Tier Radio Service Inc., Binghamton, N. Y.—CP new standard station, 1490 kc 250 w unlimited, facilities of WOLF when station goes on 1450 kc, amended to omit request for WOLF facilities and change corporate structure.

United Detroit Theatres Corp., Detroit—CP new commercial television station, Channel 4, amended to change ESR from 800 to 564.

WTAD Quincy, Ill.—Transfer control from W. Emery Lancaster to Lee Broadcasting Inc. Also vol. assgn. license to Lee Broadcasting Inc.

KROY Sacramento, Cal.—License to cover CP authorizing increase power and install new transmitter.

WBOW Terre Haute, Ind.—CP new FM station, 48,700 kc, 7,442 sq. mi., amended to change coverage to 7,740 sq. mi. (amendment incomplete).

JULY 27

WSAY Rochester, N. Y.—Mod. CP as mod. authorizing change frequency, increase power, install DA, new transmitter and move, for extension completion date from 9-1-44 to 11-1-44.

WSNJ Bridgeton, N. J.—Special service authorization to broadcast as public service without charge work shifts scheduled by Deerfield Packing Corp. and Seabrook Farms for period ending 10-15-44 (resubmitted).

Joe L. Smith Jr., Charleston, W. Va.—CP new standard station, 1400 kc 250 w unlimited.

WTEL Philadelphia—CP to reinstate CP for 250 w, changes in transmitting equipment.

WGCM Gulfport, Miss.—Vol. assgn. from WGCM Inc. to WGCM Broadcasting Co., partnership composed of Hugh O. Jones, Wm. E. Jones and James O. Jones. Also CP install new transmitter (resubmitted).

KRBC Abilene, Tex.—CP new FM station, 45,700 kc, 6,939 sq. mi., $25,000 estimated cost.

National Broadcasting Co., Los Angeles—CP new commercial television station, Chanel 3, amended to specify transmitter site on Mt. Wilson and ESR of 1400.

KENO Las Vegas, Nev.—CP new FM station, 49,500 kc, 560 sq. mi., $8,500 estimated cost.

School District of Clayton, Mo.—CP new noncommercial educational station (returned, obsolete form).

JULY 28

WJTN Jamestown, N. Y.—CP new FM station, 46,100 kc, 10,352 sq. mi., $39,560 estimated cost.

WILM Wilmington, Del.—Transfer control from J. Hale Steinman and John F. Steinman to Alfred G. Hill (50.5%), also includes transfer of stock to Julia G. Hill and *Chester Times*.

WNRI Bound Brook, N. J.—License to cover CP authorizing new international station.

National Broadcasting Co., Chicago—CP new commercial television station, Channel 1, amended to specify ESR as 2380.

Globe-Democrat Publishing Co., St. Louis—CP new commercial television station, Channel 1.

KGER Long Beach, Cal.—CP new commercial television station, Channel 7.

Timlin to Branham

JOSEPH F. TIMLIN, radio director of Schwimmer & Scott, Chicago, assumes charge of the Branham Co., radio department, with headquarters in New York, effective Aug. 1. Replacing Mr. Timlin is Evelyn R. Vanderploeg, former radio timebuyer with McCann-Erickson, Chicago and Minneapolis offices.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
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CONSULTING RADIO ENGINEERS
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BUY WAR BONDS!

Cramer Estimates Television Station Outlay at $258,500

TOTAL COST of equipping a first-class television station providing complete program service, operating with a power of 25 kw video and 12.5 kw audio, will require an initial capital investment of approximately a quarter-million dollars, according to Leonard F. Cramer, vice-president and advertising manager of the Allen B. Du Mont Labs., Passaic, N. J., who addressed the television seminar of the New York Radio Executives Club last Thursday. M. A. Trainer of the RCA engineering staff also spoke on building and maintenance of video operations.

Annual Cost $177,500

Breaking down investment as well as maintenance cost, Mr. Cramer characterized a television station as "no penny-ante game," explaining that it would probably be about five years after a station goes on the air before any capital returns could be expected. Total initial investment of $258,500 was broken down as follows:

Two Iconoscope cameras, with push dollies and studio control desk, $23,000; Electrically controlled camera dolly, $2,500; two special film projectors, $12,000; two film pickup cameras, $6,000; master control board, $35,000; studio lighting and audio equipment, $10,000; field pickup equipment, including two cameras, $24,000; field audio pickup equipment, $1,500; field relay transmitter, $8,000; relay receiver, $2,000; truck with generators and antenna, $5,000; 25 kw peak video and 12.5 kw peak audio transmitter with control console, $65,000; installation cost, $15,000; suitable antenna for above transmitter, located on same building, $25,000; fireproofing of film projection room $1,500; spares and test equipment, $13,000.

He told the group that the yearly operating expenses would be about $177,500. This would include administrative personnel, programming, amortization, and other expenditures. Costs assume that television station would be a network affiliate and do a minimum programming operation of approximately six hours daytime and four hours nighttime. Figures given were based on a prewar estimate depending, to a certain extent, on local conditions and other variable factors. Costs include a live talent studio, a film studio and field events department.

Mr. Trainer said that one of the major problems in erecting a station would be to find a spacious and suitable site. Although a country-studio offers some disadvantages, he said, a city station presents problems of high rent, local fire laws, soundproof studios, and installing equipment that is not too bulky for the studio. Mr. Trainer said that those planning to own stations should not invest too much in a station site immediately, adding, "It is better to wait and see what develops before investing large capital in a permanent location."

Laport Given Important RCA International Post

EDMUND A. LAPORT, chief engineer for engineering products of RCA Victor Ltd., Montreal, Canadian subsidiary of RCA, has been appointed staff engineer for international communications systems and special apparatus at Camden, N. J., Dr. C. B. Jolliffe, chief engineer of RCA Victor Division, RCA, announced last week. James B. Knox, senior engineer under Mr. Laport, takes over the Canadian post.

Widely-known for his installations of broadcasting transmitters both here and abroad, Mr. Laport, in his new position, will be responsible for the company's engineering in connection with international communications systems and engineer products for sale in the international field. Mr. Knox formerly was with China Airways, Shanghai; the British General Elec. Co., and Standard Tele. & Cables Co., London. In 1937 he returned to Canada as an official of the Radio Division, Dept. of Transport, Canadian Government. He joined RCA Victor in 1941.

Standard Formula In War Advertising Adopted by WAC

New Plan Is Developed by Media Representatives

PLAN to compile standardized information on the volume of war theme advertising carried by major media and coordinating such data under the auspices of the War Advertising Council, was announced last week by the WAC. Formula has been developed by a special committee of representatives from the four major media trade associations, with J. Harold Ryan, NAB president, representing radio. Formula was approved unanimously by council directors.

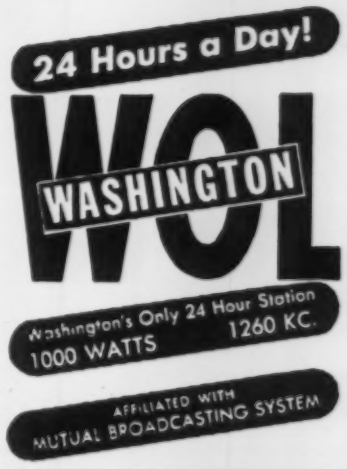
While the $352,650,000 estimated by the council as the volume of the 1943 war theme advertising should be regarded as an estimate based on the best available information at the time, hereafter, the committee felt, such figures should be based on more carefully compiled information. Any recommendations, it was stated, should "insure war advertising data that will stand up under scrutiny at any time in the future."

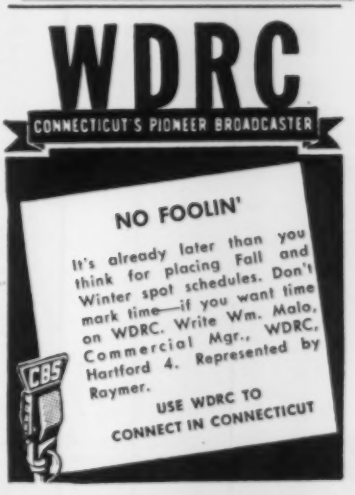
General recommendations offered by the committee, approved unanimously by the council's directors, include: that figures submitted by media and compiled by the council be issued only in terms of home front information campaigns, and not broken down according to media; that in all compilations furnished by media "the value of editorial contributions in support of war themes be specifically eliminated.

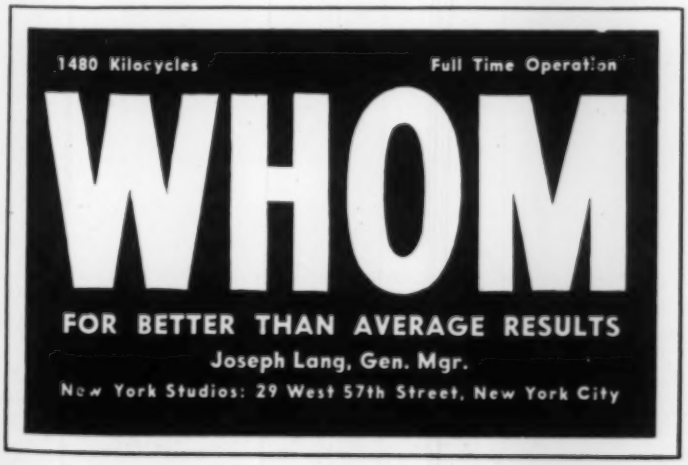
Pointing out that "no single rigid procedure can be formulated which would be applicable to all media," the committee has laid down specific procedures to be followed by each measuring war theme advertising.

The NAB, the report continues, will furnish war theme advertising figures on the basis of special reports secured from stations, and network and national spot allocation reports prepared by the Office of War Information. Average gross rates will apply in computing radio support of war themes on announcements and programs of local origin. In computing war theme support on network and national spot programs, the ratio between the time devoted to a war message and the commercial copy limitations for individual length programs (established by the NAB) is to be applied to the overall cost. Latter procedure has been discussed with the OWI Radio Bureau and approved in principle, and the details are to be worked out between the Government agency and the NAB, the report states.

Included in the report are the committee's conclusions as to whether similarities existed between sustaining time contributed by the stations, and the editorial content of newspapers and magazines.




WDRC
CONNECTICUT'S PIONEER BROADCASTER
NO FOOLIN'
It's already later than you think for placing Fall and Winter spot schedules. Don't mark time—if you want time on WDRC. Write Wm. Malo, Commercial Mgr., WDRC, Hartford 4. Represented by Raymer.
USE WDRC TO CONNECT IN CONNECTICUT
CBS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Full Time Operation
WHOM
FOR BETTER THAN AVERAGE RESULTS
Joseph Lang, Gen. Mgr.
New York Studios: 29 West 57th Street, New York City

First in Prestige!
First in Audience!
First for Advertisers!
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS · National Representatives

SERVICE
on all recording problems
local, or national
Complete facilities for
• Spot Announcements
• Remote Pick-ups
• Full Air Check Service
U. S. Recording Co.
1121 Vermont Avenue Washington, D. C.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.
WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

Nets Name Bond Committees As Sixth Loan Plans Develop

Closer WFD Cooperation With Industry Is Shown In Acceptance by Nets of New Challenge

INDEPENDENT network committees for the planning and promoting of War Bond activities during the Sixth War Loan Drive in latter November were outlined early last week by Robert J. Smith, chief of the Treasury War Finance Division radio section, in conjunction with the OWI and previous announcements by Thomas H. Lane, WFD director of press, radio and advertising, for closer all-around working relationships between Treasury, OWI and radio on the mutual problem of Bond sales.

Networks immediately took up the challenge and began working on their respective plans, with NBC, Blue, and CBS announcing their committee rosters.

Lineups

Chairman of the NBC War Bond committee is William S. Hedges, vice-president in charge of station relations. Other 15 members of the group are Clarence L. Menser, vice-president in charge of programs; John F. Royal, vice-president in charge of foreign relations and new developments; Arch Robb, assistant to the vice-president in charge of programs; Edward R. Hitz, assistant to the vice-president in charge of sales; Wynn Wright, production manager; Garnet Garrison, Bruce Kammen and Wade Arnold of the production staff; John McKay, manager of the press department; Sydney Eiges, assistant to the manager of press department; Sheldon Hickox, manager of station relations; James Murphy, station relations; Dwight Herrick, assistant to public service manager; Charles P. Hammond, administrative assistant, advertising and promotion; James M. Gaines, advertising and promotion.

Phillips Carlin, Blue vice-president, programs, is chairman of that network's War Bond committee. Other members are: Charles C. Barry, eastern program manager; B. J. Hauser, sales promotion manager; C. P. Jaeger, national sales manager; John H. Norton Jr., station relations manager; G. W. Johnstone, director of news and special features; Earl Mullin, publicity maanger.

CBS War Bond committee is under the chairmanship of Douglas Coulter, vice-president in charge of programs. Supporting him will be William Fineshriber, acting assistant director of broadcasts, and R. S. Langham, coordinator of broadcasts.

Chairmen of the committees will serve on a joint network committee which will consult with OWI on policy matters. Although this committee will continue to function with OWI and determine policy in regards to network promotion for all government agencies, Treasury will be represented by Mr. Smith in all matters pertaining to War Bonds. Each of the independent committees will assign network personnel to work on specific Bond programs arranged in cooperation with WFD and OWI.

A culmination of experience gained in past War Loans, the present operation gives networks opportunity to participate in the planning for the Sixth Loan so as to minimize demands on personnel and facilities which may be burdened with special events, military and political programming at that time.

Possibility that the Blue *Breakfast at Sardi's* feature would conduct a six-to-eight week Bond selling and broadcasting tour for the Sixth Loan appeared last week as John Masterson, manager of the program, conferred in the East with Treasury officials and representatives of the program's sponsors. To be presented at local theatres with Bonds as admission, program would cover two cities each week, it is proposed.

John E. Pearson Firm Adds Four; Drops Five

SEVERAL major changes in the list of radio stations nationally represented by the John E. Pearson Co., were announced last week by John E. Pearson, owner. Effective immediately the Pearson Co. will represent KOAM Pittsburg, Kan.; KCRC Enid, Okla.; WSPB Sarasota, Fla., and WINK Fort Myers, Fla.

At the same time, Pearson is resigning as national representative of WJJD Chicago; WQXR New York; KGGF Coffeyville, Kan.; WCAZ Carthage Ill., and KPHO Phoenix.

Kathryn Kane and Florence Ablus have been added to the New York office staff and Glorie Miller to the Chicago office.

BEULAH'S BONDAGE might be a term applicable to "Beulah's" stay at WLS Chicago, since she was purchased by the Quaker Oats Co., by a $525,000 War Bond. Beulah is the daughter of Borden's famed Elsie. Attempting to find a home for the calf, WLS broadcast a plea for help on the *National Barn Dance* and received hundreds of home offers. Consoling the homeless Beulah are (kneeling l to r): Art Page, WLS farm program director; H. A. Jimison, advertising manager, Borden Co. Milk Division. Standing: Dr. O. B. Kent, service manager, Quaker Oats Co.; William R. Cline, WLS.

JULY HOOPER DATA SHOWS NEW DROP

LISTENER DATA included in the July Daytime Network Hooperratings issued by C. E. Hooper Inc., New York, show a downward trend from the last report and from the report for the same period a year ago, on three scores. Average daytime program rating of 3.9 is down 0.4 from last report, and down 0.8 from a year ago. Average sets-in-use of 13.1, is down 2.0 from last report and down 0.4 from a year ago. Average available audience is 69.2 down 1.3 from last report and down 2.0 from a year ago.

Ma Perkins leads the list of "top ten", with *Right to Happiness* second and *Young Widow Brown* third, followed by *Pepper Young's Family, Big Sister, When a Girl Marries, Breakfast at Sardi's* (Kellogg), *Backstage Wife, Kate Smith Speaks* and *Our Gal, Sunday.*

TEST YOUR KNOWLEDGE OF PANAMA
1 What percentage of Panama's present population speaks English?
2 Name the Panama station that carries English programs exclusively every evening.
3 How can you tell your advertising story to the big, rich English-speaking Panama population?
1. 50% 2. HOK 3. HOK
Rep. Melchor Guzman Co. Inc.
PANAMA COLON SOUTH AMERICA
HOK-HP5K
640 Kc. 6,000 Kc.
Colon, Panama

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Network station in eastern city looking for program director with successful record. Will pay well for a man who can show he is a business producer. Our staff knows of this advertisement. Box 487 BROADCASTING.

Washington Engineering Firm needs draftsman and a qualified radio engineer. Must be good. State starting salary desired and draft classification. Box 209, BROADCASTING.

Announcer-Operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

250 watt CBS affiliate in South Texas has opportunity for hardworking local salesman as working local commercial manager. Salary and bonus arrangement to enable a "plugger" to make some money. KGBS, Harlingen, Texas.

Experienced studio director and announcer. Give complete details in application. KPAC, Port Arthur, Texas.

Station Manager Wanted—to take full charge of a northern California regional station 50 miles outside of San Francisco. Good salary and conditions, must qualify, give draft status and experience. Send photograph and references with letter. Write Box 505, BROADCASTING.

Wanted: Experienced announcer, looking for opportunity to step out and become one of key men on station staff. Need man for quality program and morning shift and personality sports review. Write or wire where you can be contacted by telephone. Our station is in desirable Florida market. Good wages for the man who can qualify. Box 504, BROADCASTING.

Wanted: Engineer by 1000 Watt Station in progressive midwestern city of 25,000. This is fine opportunity as station plans immediate and postwar expansion. Want full details on salary required and experience in first letter. All inquiries confidential. Box 503, BROADCASTING.

Program Director—Progressive, midwest, 5 KW basic network station has attractive, permanent opening for substantial, thoroughly experienced Program Director. Preference to man who is qualified by experience or ability to function as station manager. Write fully in confidence, giving complete details. Send photograph if possible. Box 502. BROADCASTING.

Male Assistant Wanted—For one of radio's highly respected continuity departments. Nationally known KMBC of Kansas City with FM and elaborate postwar expansion plans offers lifetime of opportunity to better oneself. Personal interview will be arranged if you convince Karl Koerper, managing director, you're the man for the job.

Thoroughly Good Deal—For two mail-pull announcers. Good pay. Non-defense area. Short hours. Pleasant working schedule. KFNF, Shenandoah, Iowa.

Situations Wanted

Manager: Present employed network station executive planning change. Age 44, college graduate, 21 years' comprehensive experience, best of credentials and contacts. Present employer knows of this ad. Your reply held confidential. Address Box 479, BROADCASTING.

Situations Wanted (Cont'd)

Continuity Editor at Midwest network station available for dramatic script writing. Box 444, BROADCASTING.

Experienced announcer, newsman, live shows, controls, age 27, 4F, single, executive background with finest references, wants better connection. Give salary, details first letter. Box 501, BROADCASTING.

Experienced station manager, outstanding ten year record, references, seeks new opportunity with future, permanence. Am prepared and desirous investment privileges. Full details upon query. Box 470, BROADCASTING.

Manager and commercial manager of 5000 watt station desires change. Guarantee increase sales. Eleven years' general broadcast experience. Good promotional ideas. Specializing news and special events announcing. Audition disc upon request. Reference. Box 481, BROADCASTING.

Announcer—Outstanding sports play by play—News—Special Events. Box 497, BROADCASTING.

Engineer, First Class License, wants permanent position. Midwest or West. Broadcast, Police Marine experience. Draft exempt. Box 499, BROADCASTING.

Engineer, Writer, Radiotelegrapher available September. Refer my classified July 3rd BROADCASTING. Marlo Wynn, 224 South Fitzhugh, Dallas.

Chief Announcer—Metropolitan station wants program directorship, announcing, newscasting, smaller city. Experienced, reliable. Efficient operation guaranteed. References. Box 506, BROADCASTING.

Young Executive Available—Seven years' experience in top New York and California advertising agencies and networks as director, writer, timebuyer. Fine appearance. Personable. Have account contacts. Primarily interested in directing. 30 years old, 4F, single. Excellent references. Want a better-than-average salary for doing a better-than-average job. Box 507, BROADCASTING.

Stop right here! Here's your sportscaster. Play by play? Yes, in football, baseball, hockey, basketball. Excellent daily sports program. Wait! I'm your man for special events, remotes, record jockeying. Added attraction: Army discharge and 5 years experience. Write BROADCASTING. Box 509.

Ten Years background—Programming. Music and Promotion on Networks. Want a small'er station and a permanent posit'on. Available for interview at NAB Convention. Box 512, BROADCASTING.

Production Director-Announcer—Musician. Interested in progressive station with plans for FM and Television. Write Jules Seidman, 11 Waverly Place, New York City.

Chief Engineer—Broadcast engineer offers seventeen years well rounded experience mostly as chief engineer 5 KW regionals, also including two years FCC monitoring officer and two years senior design and project engineer in radio manufacturing industry, to a 1 to 10 KW station seeking a permanent chief engineer. Unusual experience design and construction all types AM and FM equipment, antennas, measurements, field work, recording, and supervision of personnel. Possess quantity engineering test equipment and meters. Married, age 35, draft deferred. Box 418, BROADCASTING.

Situations Wanted (Cont'd)

Chief or transmitter engineer's permanent position desired in Wisconsin, Minnesota or Michigan. Size of station unimportant if salary is adequate. Age 31, family, first-class license, 10 years' broadcast experience. Studio construction, 5 KW and 50 KW and network operation. Can furnish best of reference. Box 496, BROADCASTING.

Continuity Writer—Woman, 4 years' experience in Midwest station in writing, traffic, women's programs, and programming. College degree. Box 500, BROADCASTING.

Wanted to Buy

Wanted at once—Necessary equipment for complete 5 kw broadcast installation. Transmitter, 3 towers, termination and phasing equipment and crystals. Box 492. BROADCASTING.

Wanted—Two 270-A tubes, Western Electric or Amperex, new or used. Write Box 511, BROADCASTING.

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, Chicago, collect, Mr. Clifford.

Wanted to buy either 250, 500- or 1000-watt approved broadcast transmitter. Also approved modulation and frequency monitors. Address Box 260, BROADCASTING.

Will purchase radio station. Reliable, experienced, full references. Replies held confidential. Write details market, station, price. Box 469, BROADCASTING.

Wanted: 1 KW transmitter, late model or old model capable of modernization; directional phasing and coupling equipment or parts for three element system; state details and price. Box 510, BROADCASTING.

For Sale

250 watt equipment, complete with all accessories. Cash. All replies answered. Box 488, BROADCASTING.

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

SPECIAL SUMMER
6 Weeks' Day Course
AUGUST 2
8 Weeks' Evening Courses
AUGUST 21

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

GEN. FOODS PLANS CHILD NET SERIES

GENERAL FOODS Corp., New York, which has directed its network radio advertising largely to the adult audience through concentration on daytime serial and sophisticated nighttime fare, is branching out into the child listener field with sponsorship of *Hop Harrigan* on the full Blue network, Monday through Friday, 4:45-5 p.m.

Program will start Oct. 2 in behalf of one of the General Foods cereal products, still to be determined. Agency is Young & Rubicam, New York, which handles Postum Cereal, Grape-Nuts, Grape-Nuts Flakes and Grape-Nuts Wheat-Meal. Program was formerly sponsored on the Blue network, West Coast, by General Mills for Cherioats.

Jaques on 66

JAQUES MFG. Co. (KC baking powder), on Aug. 5 begins its *KC Jamboree* on 66 NBC stations instead of six, as erroneously reported in the July 24 BROADCASTING. Agency is Leo Burnett Co.

SITUATION WANTED

Production Man Available — Seeks permanent position in station or agency with exacting standards of production. College degree . . . 10 years successful, progressive experience as musician, announcer, actor, writer and director . . . currently program director-production manager of 5 KW network affiliate. Draft classification 4-F. Will make only advantageous, well considered change. Box 508, Broadcasting.

Station Equipment Wanted

Complete station equipment, 10-15 kw, crystal control, plate modulation; vertical aerial. Also, short-wave equipment, 5-10 kw; frequency 6,250 kcs; crystal control; plate modulation; vertical aerial. Give full particulars and price for spot cash. Box 498, BROADCASTING.

SERVICE DIRECTORY

SOUND EFFECTS
Largest selection of sound effects in existence. MAJOR RECORDS. Realistic and Complete.
Write for catalog
THOMAS J. VALENTINO INC.
Transcriptions - Specialized Recordings
1600 Broadway N.Y. 19, Circle 6-4675

United Manufacturing Corp.
Division of U. S. Recording Co.
Custom Built Broadcast and Laboratory Equipment
1121 Vermont Ave., Wash. 6, D. C.
District 1640

FRITZ BLOCKI PRODUCTIONS
Writer-Producer-Director
420 Madison Ave., Plaza 9-6180
New York City

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

"KEEP SHIPPING MONTHLY"
wires Eugene Tanner, **WSIX**
THE SHADOW
Available locally on transcription—see **C. MICHELSON** 67 W. 44 St., N.Y.C.

Majority of NewYork Stations Reject Dewey Soldier Vote Disc

NEW YORK radio stations in general failed to respond to a request that they carry a recorded message from Gov. Thomas E. Dewey, and Republican Presidential candidate, urging that the simplicity of the soldier-ballot process be emphasized to servicemen in letters from family and friends. The majority of the stations officially attributed their actions to technical reasons, or to a desire to avoid duplication of material, rather than to the objection that the announcement was partisan and as such forwarded the cause of the Republican campaign.

Disc was distributed as a public service to New York State's 53 radio stations by Duane Jones Co., New York agency, which paid for the pressings and the announcer, according to Henry Turnbull, who several weeks ago obtained leave of absence as chairman of the agency's planning board to serve as radio director of the Republican National Committee. Mr. Turnbull, as a member of the agency, prepared the text himself and it was edited by the Governor, he said.

By last Friday some 20 stations had indicated they would use the material, he said, and estimated that in all about 40 would use it. The Governor was anxious to publicize as widely as possible the ease with which servicemen can vote in New York, he said, and the idea was to be carried out through announcements distributed to newspapers, and through the discs. However several who were planning to use the material in the disc as a basis for their own announcements, were eliminating reference to the Republican Governor.

Many Reactions

Reactions and plans of New York stations in regard to the discs were as follows:

WEAF, NBC outlet, was not carrying the disc "because it was convinced that covering the subject through its regular news periods and commentaries was sufficient without special recording."

WOR was not using the transcription itself because of a policy against carrying recorded public service messages, but the text was being used in full, crediting Gov. Dewey as the source of the message, because the station regards Mr. Dewey as the Governor of the State, and as such entitled to issue a message to its citizens.

WABC stated simply that it had not scheduled the discs, pointing out that for the past six weeks through regular announcements, it has been telling servicemen and their families how to go about getting the ballots.

WNEW said that it was carrying live announcements on the subject prepared by the League of Women Voters, and saw no need to duplicate their material.

WMCA said that it would carry live announcements on the subject, and planned to use in some instances modified live version of the text, deleting partisan material.

WQXR did not consider the discs partisan in character and had scheduled them for thrice-daily airings.

WINS stated Thursday that it did not consider the material partisan, and would carry the discs on that day, but had no plans for presenting them on subsequent days.

WLIB Brooklyn stated emphatically, through Elias Godofsky, president, that the discs should be carried on "paid political time" and that the station would not carry them under other conditions.

WHN felt the discs were partisan in character and declined to carry them, pointing out that for the past two or three weeks the station has broadcast public service announcements of this nature on its own. Live edited version of the material minus Dewey's name was being used however.

WJZ will run an announcement once a day through August, but the Dewey disc will not be used. Station will broadcast live announcement, or a specially prepared disc using its own announcer, eliminating all reference to the Governor.

Wine Promoted

SCHENLEY IMPORT Corp., New York, importer and distributor of Gonzales Byass ports and sherries, is using one-minute transcribed spot and 15-second chain break announcements on 25 stations in 17 states. Campaign started last April, and will continue through the summer. Other stations will be added shortly. Agency is the Kleppner Co., New York.

Murphy for Bing

KRAFT CHEESE Co., Chicago, is expected to sponsor George Murphy, Hollywood star, on a 13-week summer replacement for Bing Crosby as a featured artist on the *Kraft Music Hall*, NBC Thursday, 9-9:30 p.m., starting with the Aug. 3 broadcast. Mr. Crosby is making a tour of veterans hospitals. Agency is J. Walter Thompson Co., New York.

British Accent

BRITISH air combat crews are unable to use American throat mikes, the Army Signal Corps has reported. The tiny microphones can clearly relay the words of flyers of all other nationalities except the British, it was learned, since Englishmen form their tones in the roofs of their mouths, making their words unintelligible over the newly developed throat mike.

Control of WILM To 'Chester Times'

WEEU Sold for $210,000; Both Duopoly Transfers

COMPLETION of two additional duopoly transactions, under which WEEU Reading would be sold for $210,000 to three individuals, and control of WILM Wilmington, would be sold to the *Chester* (Pa.) *Times* for $125,000, was announced last week, coincident with the filing of applications for FCC approval.

WEEU, NBC outlet operating with 1,000 w daytime on 850 kc, would be sold by the Berks Broadcasting Co. to George J. Feinberg, textile manufacturer; Joseph M. Nassau, veteran Philadelphia broadcaster, and Milton J. Hinlein, owner of KDRO Sedalia, Mo., but a native of Philadelphia. Mr. Feinberg would acquire a 75% interest in the station, with Messrs. Nassau and Hinlein procuring 12% each, for which they would pay out of subsequent earnings. Mr. Nassau would become general manager.

Textile Manufacturer

Sellers are Clifford M. Chafey, president and general manager of WEEU and the sister station WRAW; H. S. Craumer, attorney; Raymond A. Gaul, commercial manager of WRAW; and Harold O. Landis, chief engineer of both stations. Each owns 25% of WEEU and Messrs. Chafey, Gaul and Landis own WRAW.

Mr. Feinberg now is in the textile manufacturing business in Philadelphia and also is identified with the Hercules Parachute-Cord Co. of New York. Mr. Nassau, a veteran of 20 years in radio, formerly held an interest in WHAT and WIBG Philadelphia. A radio engineer, he served last year with the Army Signal Corps as a civilian engineer and since August 1943 has been state director of publicity, press, radio and advertising for the War Finance Committee of Pennsylvania. Mr. Hinlein, graduate of the U. of Pennsylvania, was in the textile business in Philadelphia until 1929, when he entered the real estate field. In March 1943 he became sales manager of KDRO and acquired the station last June.

Two-thirds interest in WILM was acquired by Alfred G. Hill, editor, publisher and lessor of the *Chester Times;* his wife, Mrs. Julia G. Hill, and the newspaper, from the Delaware Broadcasting Co. The stock acquisitions were from J. Hale Steinman, Pennsylvania publisher and station owner, and his brother, John F. Steinman, who own six other stations in the Mason Dixon Radio Group. They would retain a third interest in WILM.

The application sets forth that the station will be moved to Chester, some 16 miles distant. It is presumed application for the removal will be filed as soon as approval is procured and when equipment is available. The Steinmans also own WDEL in Wilmington.

Mr. Hill, under the contract, will acquire 304 shares of 606 outstanding shares of common stock for $85,100, giving him 51% of the common. His wife will acquire 60 shares of common and 61 shares of 102 shares of preferred for a total of $27,475. The *Chester Times* will acquire 40 shares of common and seven of preferred for $12,425, which would give the Hill-*Times* group 404 shares of common and 68 shares of preferred, or two-thirds of each.

Drawn for BROADCASTING by Sid Hix

"Hey, O. B.! I've Got Joisey City!"

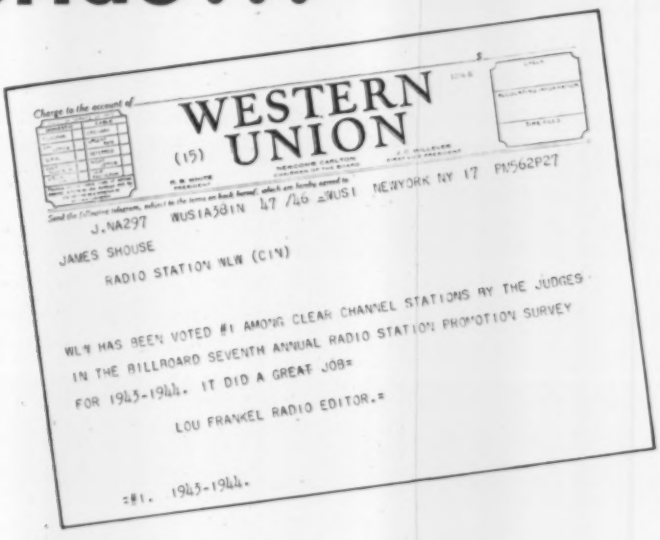
WENT Also on CBS

WENT Gloversville, N.Y., which went on the air for the first time July 1, broadcasting as a special supplementary station of CBS [BROADCASTING, July 3]. on July 22 started taking Mutual programs as a CBS-MBS affiliate. Station is operated by Sacandaga Broadcasting Corp., with 250 w on 1340 kc.

Electric Plans

NEW SHOW for 160 electric companies, replacing *Report to the Nation* on CBS Wednesday, 10:30-11 p.m. [BROADCASTING, July 24], is beginning to take shape, with Robert Armbruster's orchestra signed to co-feature with Nelson Eddy, singer, and a title *Electric Hour*, tentatively selected. Agency is N. W. Ayer & Son, New York.

with pride . . .



Charge to the account of

WESTERN UNION

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JAMES SHOUSE
RADIO STATION WLW (CIN)

WLW HAS BEEN VOTED #1 AMONG CLEAR CHANNEL STATIONS BY THE JUDGES IN THE BILLBOARD SEVENTH ANNUAL RADIO STATION PROMOTION SURVEY FOR 1943-1944. IT DID A GREAT JOB=

LOU FRANKEL RADIO EDITOR.=

=#1. 1943-1944.

following are excerpts from The Billboard of July 22, 1944:

"In announcing its Seventh Annual Radio Station Promotion Survey, The Billboard said: 'It's the promotional intelligence back of what you're doing and how you present it that will stir the committee to vote.' "

•

"WLW came down in front by virtue of over-all promotional excellence; both in appearance and content it was the superlative. It used a duo-three-pronged approach; program and audience, dealer and merchandising, agency and client. Showmanship and savvy were superb all the way."

•

"When it came to dealer promotion, WLW was way ahead of the field. This was point-of-sale promotion with a bang."

•

"The same intelligence was applied to the agency and client promotion."

•

"WLW simply sees its duty and does it with eclat, thoroness and dispatch."

~

. . . it was Charles Munn who said: "Compliments are like perfume; to be inhaled, not swallowed". So we shall not permit our pride to drift into a feeling of complacency over something achieved . . . rather must we accept the honor as an inspiration, and a challenge.

WLW HONOR LIST

1936 • VARIETY
"Special Citation for Program Originating Station"

1938 • VARIETY
"Special Award for Program Originating Station"

1939 • VARIETY
"Award for Nationally Exploited Station"

1940 • BILLBOARD
"Outstanding Achievement in Radio Publicity and Exploitation"

1940 • GEORGE FOSTER PEABODY AWARD
"For Outstanding Meritorious Public Service"

1941 • BILLBOARD
"Outstanding Achievement in Radio Publicity and Exploitation"

1941 • VARIETY
"For Patriotic Leadership"

1942 • VARIETY
"For Promoting Better Understanding of War Issues"

1943 • ALFRED I. duPONT AWARD
"For Outstanding Public Service"

1943 • VARIETY
"Individual Enterprise on War Issues"

1944 • BILLBOARD
"Outstanding Public Relations"

1944 • BILLBOARD
"Clear Channel Station Promotion Award"

WLW

The Nation's Most Merchandise-able Station

DIVISION OF THE CROSLEY CORPORATION